

PRECISIO

ECO-CONSCIOUS

ECO CONSCIOUS LIVING

HOME DECOR | BAGS | PACKAGING | STATIONERY

Preciso Fashion is an innovative home improvement & home décor company, successfully designing & curating eco-conscious products for your everyday living & giving needs.



# a design house

Powered by a fierce passion and unmatched vision, Preciso Fashion is a company that aims to make its presence felt in homes and lives around the world by being a gateway to products of the highest quality and efficacy.

Our design house in Chennai, India practises an eco-conscious mindset with everything we create, keeping in mind functionality & a minimal visual style.



OUR DESIGN HOUSE IN CHENNAI, INDIA

# inhouse sampling



Research

Development

Production



# our products

Our diverse range of products unite in their design philosophy, choice of material and the over-arching belief that every product should add function to your daily life, followed by beauty & a sense of calm.



WOVEN COTTON STORAGE TRAYS



COTTON CANVAS BREAD BASKETS



What sets us apart is our meticulous attention to clean design, as we keep in mind efficacy & the eco-friendly nature of our products.

# Bags

TOTE BAGS | BUCKET BAGS | PROMOTIONAL BAGS

A versatile range of bags rooted in the concept of re-purpose, reusability & comfort. These eco-friendly bags are made in a wide variety of plant based fabrics.

PRECISO FASHION



AN INTRODUCTION

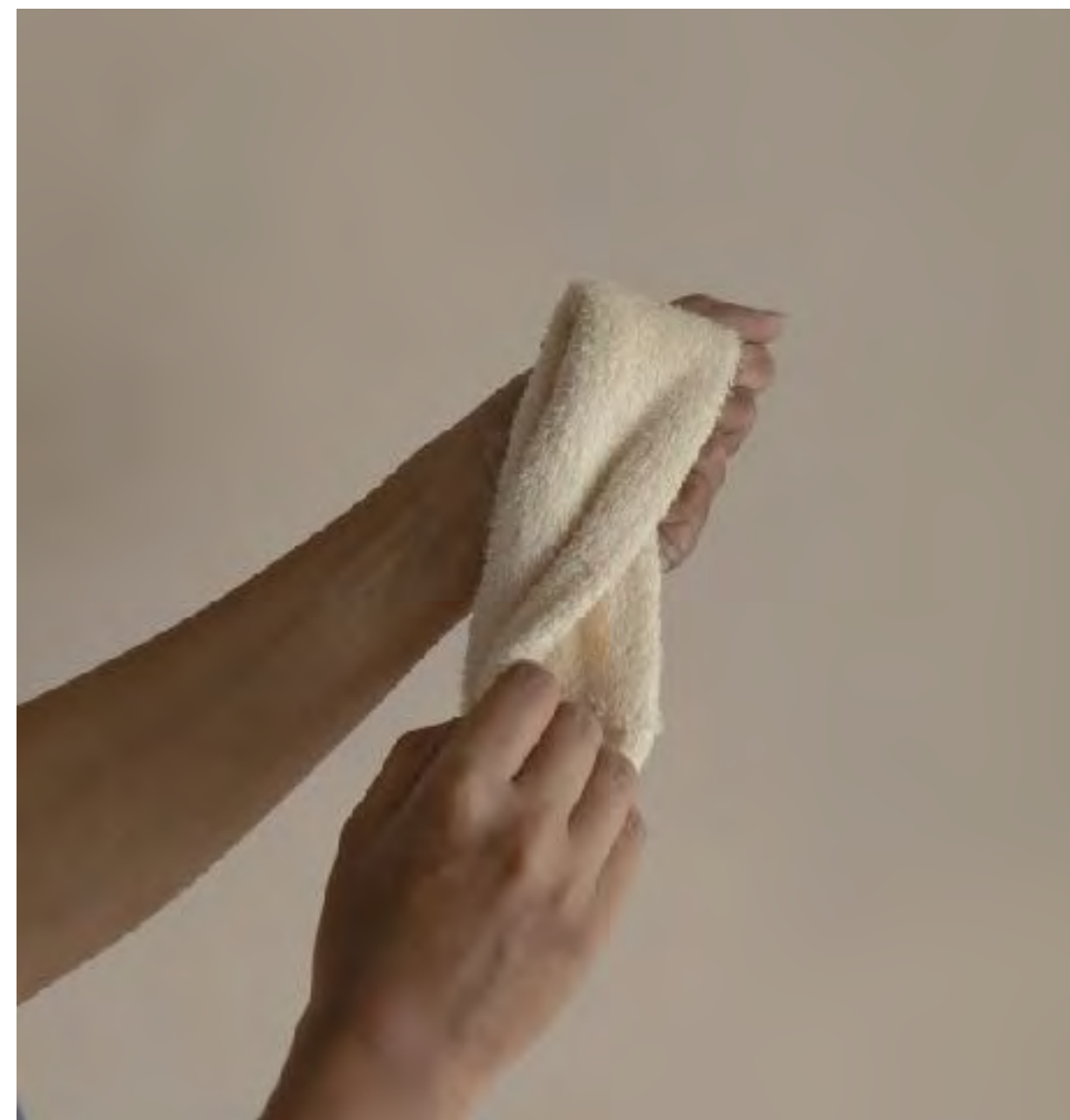


# Self-care

FACIAL TOWELS | HAIRBANDS | MASKS | SCRUNCHIES | BRUSHES

Self-care accessories for daily use. These items are soft & clean, curated with natural fabrics for the most gentle experience.

PRECISO FASHION



AN INTRODUCTION



# Gifting

GIFT BOXES | GIFT BAGS | GIFTING ACCESSORIES

Our range of eco-conscious gifting accessories include gift boxes, gift bags & more. Designed with a zero-waste mindset, the reusable gift bags are gifts in them selves & can be re-purposed as storage solutions.

PRECISO FASHION



AN INTRODUCTION



# Dining

TABLE RUNNERS | COASTERS | PLACEMATS | BREAD BASKETS

An elegant range of vegan & natural fabric table accessories that are designed to ethically curate the ultimate safe-space, Home.

PRECISO FASHION



AN INTRODUCTION



# Storage

STORAGE TRAYS | STORAGE BASKETS | SPACE-SAVERS

Fabric storage accessories to compliment home, office & studio spaces. Ideal for travel, de-cluttering & storing.

PRECISO FASHION



AN INTRODUCTION



# Organisation

POUCHES | ORGANISATION BAGS

Decluttering is deeply linked to feelings of calm & satisfaction. We manufacture a wide range of utilitarian & functional eco-organisers for enhancing well-being & encouraging usage of space.

PRECISO FASHION



AN INTRODUCTION



# Stationery

NOTEBOOKS | PENCILS | NOTEPADS | PLANNERS

We value the tactile beauty of stationery & cherish the act of handwriting. We offer customisable essentials like notebooks, pencils & pouches for daily use. We also personalise based on customer requirements.

PRECISO FASHION



AN INTRODUCTION



# Living

CUSHION COVERS | SPACE SAVERS

An elegant range of home decor items made with natural plant based fibres to adorn homes. The neutral colour way of warm beige tones & clean whites add a comfortable charm to outdoor & indoor spaces alike.

PRECISO FASHION



AN INTRODUCTION



# Planters

PLANT BAGS | POT HOLDERS

Our range of plant bags & pot holders are made with fabric that is natural & plant based. The soft breathable quality of the eco-bags make them great for indoor & outdoor settings.

PRECISO FASHION



AN INTRODUCTION

# Gardening

GARDEN TOOL BAGS | APRONS | GARDEN TRAYS

Our range of gardening accessories such as tool bags, aprons, belts, tool storage baskets & trays are essentials for any gardening enthusiast. Designed with water resistant cotton canvas fabric.

PRECISO FASHION



AN INTRODUCTION



# Pet Care

PET MATS | TOYS | BEDS

Pet Care Items such as beds, toys & leashes made of natural & durable fibres like Hemp, Juco & Jute.





# Wellness

MEDITATION ACCESSORIES | YOGA BAGS | YOGA MATS

We create eco-friendly items that aid you in your wellness journey. Including yoga and meditation accessories, eye masks, pillows and more.

PRECISO FASHION



AN INTRODUCTION



With our team's 25+ year experience catering to domestic and foreign design sensibilities, we have a sincere interest in transforming modern living.

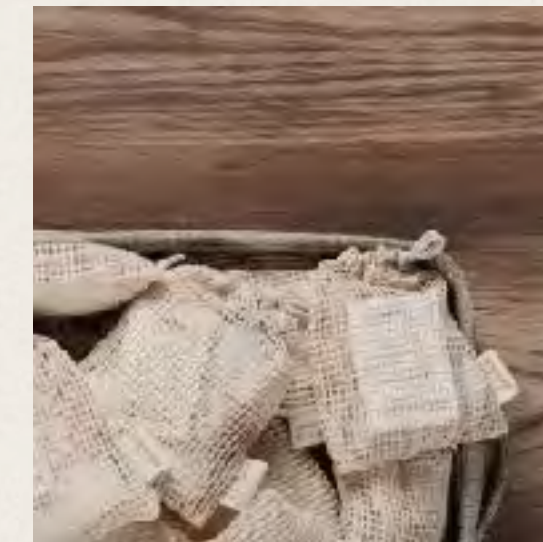


OUR E-COMMERCE EXPERTISE

# akiiko

*A homegrown brand by Preciso Fashion*

We created an eco-friendly lifestyle brand inspired by Japanese aesthetic sensibilities. The visual language & ethos is based on simplicity, minimalism & our inherent connection to nature. Our prowess in social media has allowed a thoughtfully curated online presence.



[www.akiiko.com](http://www.akiiko.com)



@akiiko\_india



## *OUR VENTURE INTO EXPORT*

We also manufacture in private label for a plethora of retailers based in Europe & Asia. Request for our exclusive product catalogues via email.



BOOTH DISPLAY AT IHGF 2021



## *OUR FACTORY*

90% of our products are manufactured in-house, at our compliant unit in Chennai, India.





# FABRICS WE USE



## JUCO

A blend of jute & cotton fibres to form a fabric which brings together the best properties.



## HEMP

Sustainably grown, Hemp fabric is one of the most durable fabrics in the world.



## HECO

A combination of Hemp & cotton fibres, forming a strong fabric.



## LINEN

Made from the sustainable flax fibres, Linen is a crisp & biodegradable fabric.



# FABRICS WE USE



## COTTON CANVAS

Canvas is an extremely durable plain woven fabric, typically made from cotton.



## WOVEN COTTON

Soft to the touch, woven cotton is a thick textured alternative to cotton canvas.



## BAMBOO TERRY

soft towel like material, perfect for inner linings & self-care products.



## COTTON TERRY

a cotton fabric coated for protection. Ideal for bathrooms & kitchen accessories.



# Private Label & Customisation

## *DYEING*



Our product range is easily customisable & can be dyed to your preferred pantone shade. We also work with water resistant fabrics if there is such requirement.

## *EMBROIDERY & PRINTING*



We work with a wide variety of printers, to offer a selection of embroidery & printing solutions to add your branding on the products and customise as required. This journey will be supported by our in-house team of expert designers.



# our packaging

Our wealth of experience in this particular domain has provided us with the knowledge, expertise and know-how to provide tailor-made packaging solutions.

Citing the strength of our design team, we possess the luxury of designing customised product packaging specific down to colour, size, labelling and material. Careful to prioritise what's on the outside as much as the product.



E-COMMERCE PACKAGING



# our packaging

We provide pallet and container friendly outer packaging to this end keeping in mind it's value to our partners.



PDQ CUSTOMISED DISPLAY



WAREHOUSE & SHIPPING FRIENDLY





# our eco-conscious mindset

---



## 1. PLANT BASED FIBRES



We create with plant based fibres primarily. Using materials like hemp, jute, linen, raffia, sisal, wood & various types of grasses. These materials have a kinder impact on our planet due to less consumption of water & enhanced durability.

## 2. LOCALLY SOURCED



We give back to our community by being vocal for what is available locally. 90% of our fabrics are sourced locally from small towns & villages and employ skilled labour to braid & weave natural fibre items to value add to our designs.



## our eco-conscious mindset



### 3. REUSABILITY



Reusability & repurpose is embedded in our collections as we strive to eliminate the need for one use products. As seen in our facial care set and all our storage, gift packaging items. High quality products that can be used for a long time are key.

### 4. ZERO WASTE



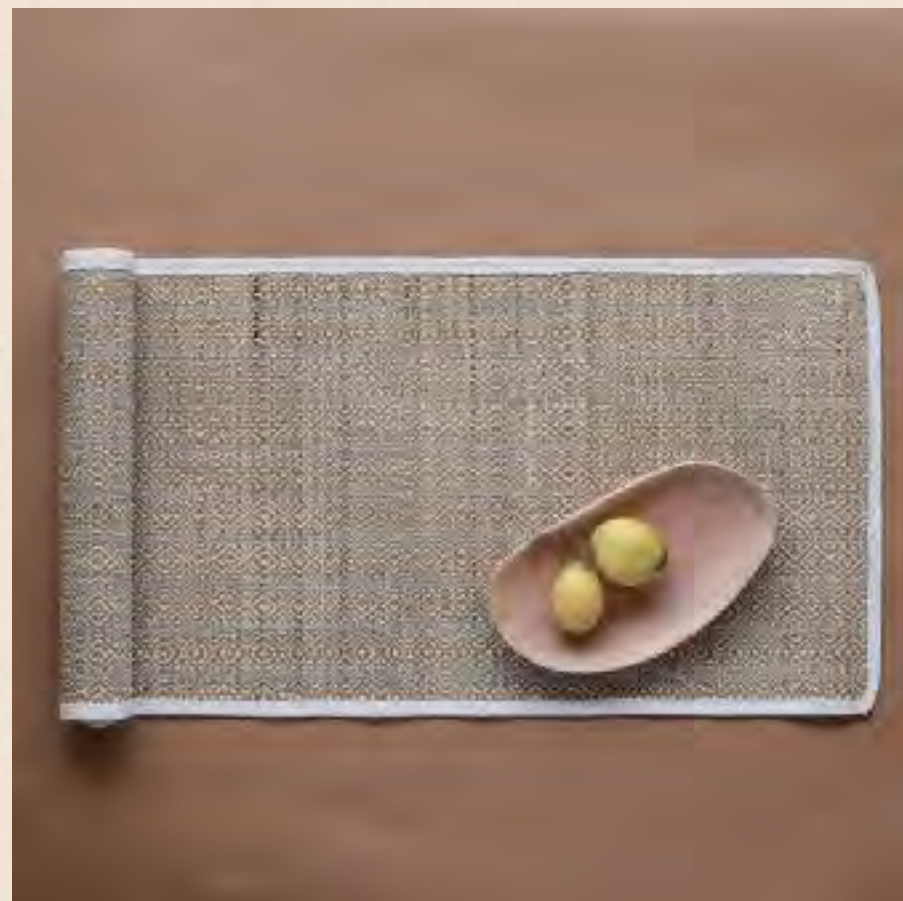
Our in-house design team is constantly establishing ways to reduce waste without losing our unique and elegant design sensibility. Our patchwork collection utilises waste fabric swatches to create elegant home decor.



## our eco-conscious mindset

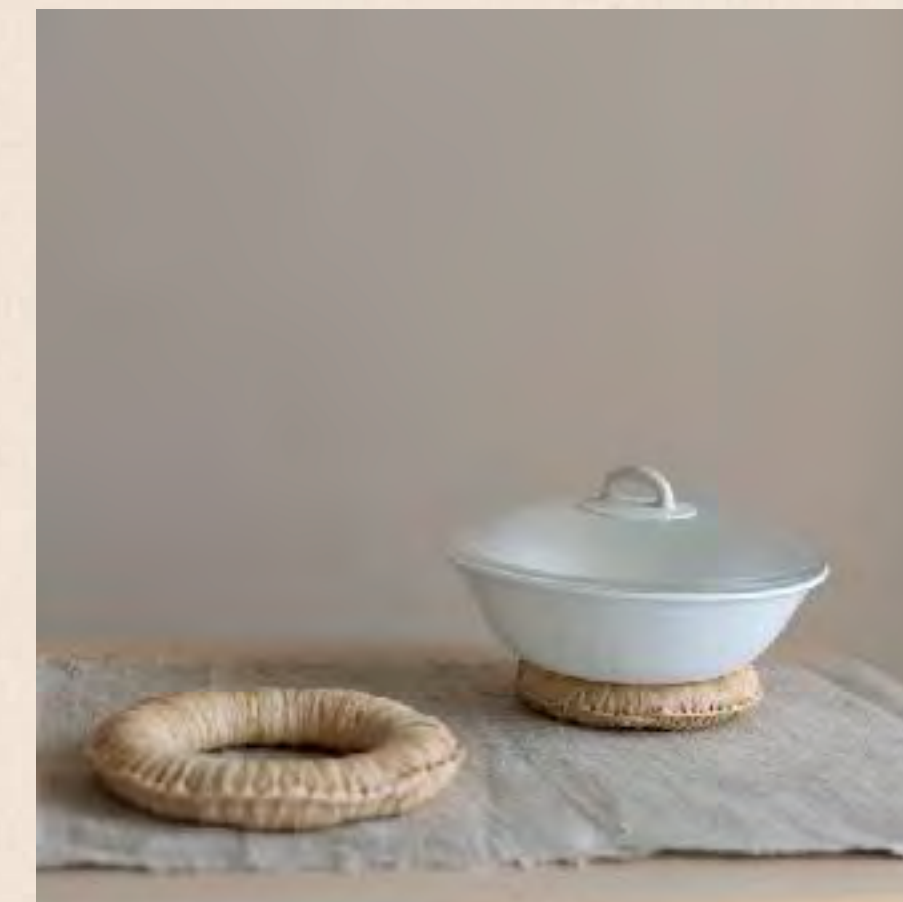


### 5. CLEAN DESIGN



minimal processing in all our products is key. We normally use items in their natural state<sup>1</sup> without dyeing unless required, in which case we make it a point to use azo free dyes.

### 6. UTILITARIAN



all products are designed to maintain a utilitarian purpose, where it can organically find a place in your home and daily life. Hence these items are to be re-used, cherished and owned for a longtime, reducing wastage.





Brajesh  
Gutgutia

Founded by Brajesh Gutgutia, a product designer and exporter of home decor items with 20+ years of experience, Preciso Fashion is rooted in his ideologies, expertise and vision.

His distinctive understanding of the nuanced aesthetics of design and product that are appreciated globally, provide Preciso Fashion with a solid foundation.



# the team

Our most powerful asset is our technically sound creative department. We have benefited from the synergic impact of a youthful and digitally adept team who work in tandem with executives who have years of experience which enables them to understand the market and its needs.



OUR DESIGN HOUSE IN CHENNAI, INDIA

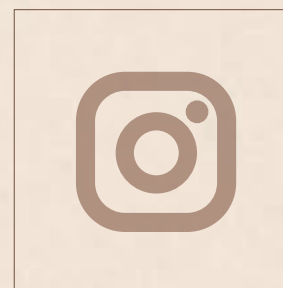




HOME DECOR | BAGS | PACKAGING | STATIONERY | STORAGE | GIFTING

---

Email : [info@precisofashion.com](mailto:info@precisofashion.com)  
Phone No : +91 98585 90505  
Website : [www.precisofashion.com](http://www.precisofashion.com)  
Brand : [www.akiiko.com](http://www.akiiko.com)



CLICK ON ICON TO FOLLOW    *QUICK ENQUIRY*