

# péro

'péro' means 'to wear' in Marwari, the local language of Rajasthan. péro interprets international aesthetic using local material and skills, taking inspiration from what surrounds us, to make a product that connects with people, wherever in the world it is placed.

The Indian-ness of péro rests in the textile process, where materials pass through the hands of one craftsperson to the other, carrying forward the Indian tradition of hand-crafting and creating pieces that are at once unique.

The resulting garment evokes some sense of culture from where it originates. This culture communicates internationally in a way that the wearer looks equally at ease in the streets of Paris or London, as she does here, in India. The look is not about an age group or season, it is about a mindset, a willingness to incorporate the effortless style of the locals.

The label is launched by Aneeth Arora, a textile graduate from National Institute of Design, Ahmedabad and a fashion graduate from National Institute of Fashion Technology. She calls herself a 'textile and dress maker' and what fascinates and inspires her most is the clothing and dressing styles of the local people, which makes them so effortlessly stylish and trendy, therefore making them real trend-setters of our time.