
Vaishali Agarwal
Conceptualised by
SLOW DRAG
STUDIO

Contents

A Symphony

Lost in Translation

Our Vision

Concept Note

The Film

Questionnaire

VAISHALI : A SYMPHONY

An orchestration of four movements

MOVEMENT I — ADAGIO (ORIGIN)

The First Hand. The First Discipline.

Vaishali Agarwal

This is the major movement. Rigorous and uncompromising. Here craft is invented and worked on until perfection is achieved. Nothing here is rushed. Everything delves with only care. This movement establishes authority.

MOVEMENT II — ANDANTE

The Everyday Elevated.

Kaalii by Vaishali Agarwal

This is where tradition learns to walk with the present. Kaalii holds the saree as a living thing. Weaves gathered from across the country, different regions, different rhythms, different histories, brought together without flattening them.



MOVEMENT III — SCHERZO

The Experimental Voice.

Shivasa.

Experimental, playful, sharp. This movement holds jewellery made for the way people actually live combining tradition and modernity. At Shivasa, each piece is crafted to feel both intentional and effortless. Their gold and gemstone collection blends classic techniques with a clean, contemporary sensibility. Fine jewellery, less interested in excess, more in intention.

MOVEMENT IV — FINALE

Made For What's Next.

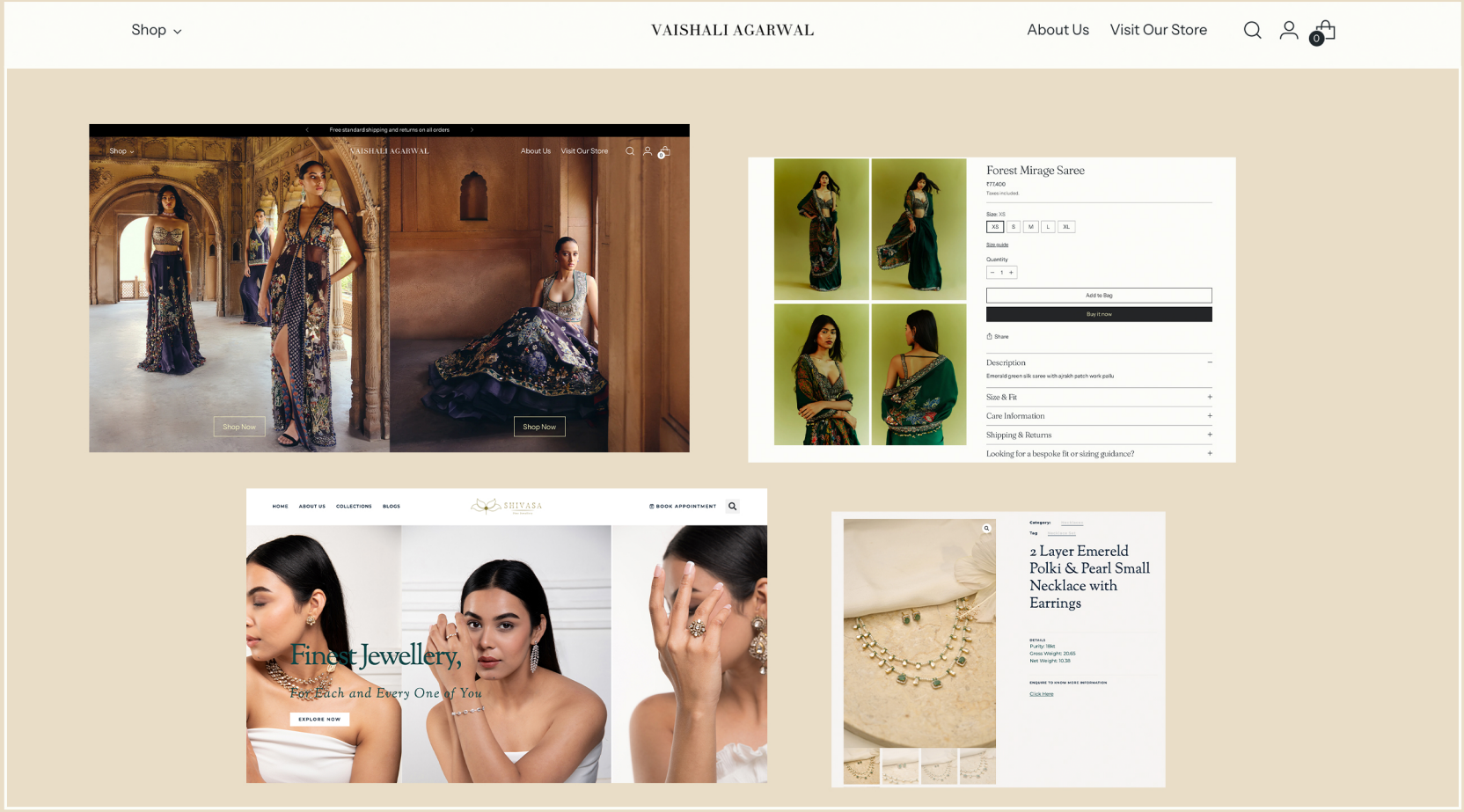
Akira Silver

This movement holds jewellery pieces in silver that are light, expressive and timeless. Akira stands beside Shivasa in spirit but whispers in a different voice: silver that doesn't compete for attention, but deepens the way you wear yourself. Akira holds silver close to the body. Also shaped by the daughter, this is where the future settles in.

Lost in Translation

At the moment, the website, social media pages, and overall design direction are not truthfully translating the essence of the brand. The approach leans heavily towards showcasing products, while the larger brand identity its voice, values, and long-term vision remains underdeveloped. What's missing is not effort, but alignment. The design choices feel fragmented and overly functional, focusing on what is being sold rather than what the brand stands for. As a result, the emotional and conceptual depth of the brand gets diluted across platforms.

At SlowDrag Studio, our intention is to shift the focus from product presentation to brand meaning, creating a cohesive visual and narrative language that can hold the story, the lineage, and the future of the brand together.



Our Vision

At SlowDrag Studio, our vision is to work in close collaboration to bring the entire design and brand identity under one cohesive creative roof. Not to override what exists, but to strengthen it by aligning craft, commerce, and communication into a clearer, more distinctive language.

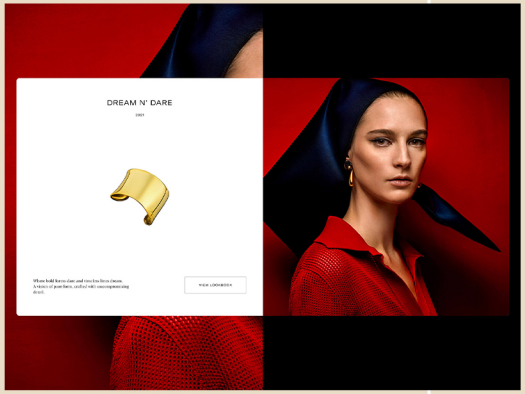
We believe the brand deserves a visual and narrative system that is as consistent, expressive, and intelligent as the attires themselves. By taking collaborative creative direction across website, design, and social media, we aim to tighten the brand's presence, making it more cohesive, more playful where it can be, and more innovative where it must be.

This approach respects the depth of the craft while supporting the realities of business, ensuring that creativity and clarity move together. The goal is not change for its own sake, but an evolution which is thoughtful, consistent, and unmistakably the brand that orchestrates as Vaishali Agarwal.









Concept Note - Mithuli

“A woman the forest once imagined.”

Mithuli is a Sanskrit variant of Mithila or Maithili, meaning an ancient kingdom in India, and the root Mithil signifies a kingdom or ruler’s domain.

This collection (Mithuli) is a celebration of the moment where memory dissolves into landscape. This collection imagines a woman shaped not by longing, but by the land that raised her, the Deccan plateau’s red soil, its medicinal trees, its wandering birds, its ancient textile routes from Machilipatnam to Pochampally, Ajrakh to Banarasi. She is not discovered. She is not abandoned. She emerges, as though the forest had been practising her arrival all along.

The film positions Vaishali Agarwal as a heritage contemporary brand, where Andhra–Telangana’s craft idioms are not nostalgia pieces but living, breathing cosmopolitan forms. The film is structured as if the forest itself is the narrator, not through words, but through behaviour: shifting light, moving shadows, strange silences, and surreal natural choreography. The woman in (this collection - (Mithuli) is neither muse nor model. She is the first dream the forest had after a thousand years of quietude..



The film unfolds as a quiet encounter between a woman and a living landscape. The forest is a conscious presence observing, remembering and responding. Light, wind, birds, and fabric move in deliberate rhythm, suggesting that the land recognises what walks through it. The garments emerge as continuations of the terrain itself, as though woven from the same memory as bark, dust, and stone.

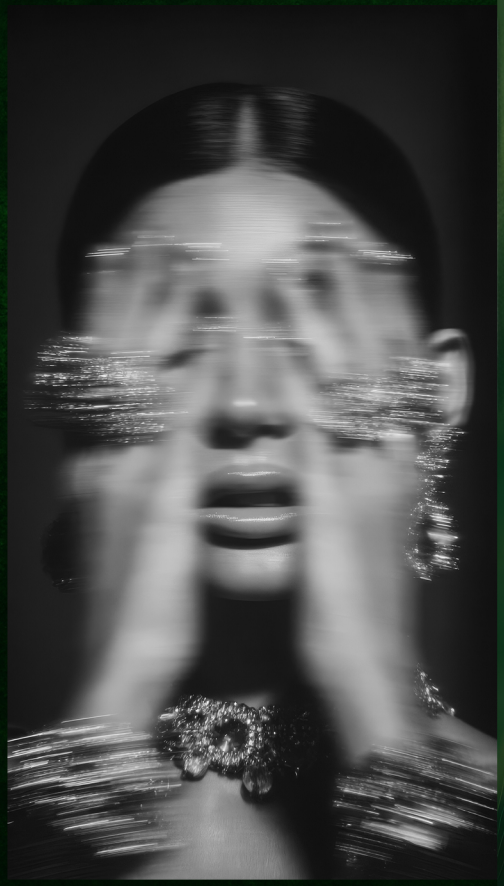








The women in the film are temporal echoes. They cross each other without meeting, inhabiting different moments of the same self inheritance and becoming, past and present moving side by side. Their stillness, their measured gestures, and the way fabric interacts with the environment suggest a body that carries history of memory, labour, and touch.





The purpose of the film is not to explain a collection, but to let it be felt. It positions craft as something that belongs to time and land. The forest becomes a witness, opening and closing around the woman as thoughts do briefly, gently, and without spectacle. What remains is narrative resonance, a sense that the collection exists as an echo of something older, living, and deeply held.

Discovery Questionnaire

BRAND PHILOSOPHY & DNA

• The Uncompromisable Core: We heard the beautiful story of Chinmaya's sangeet jacket, which is a commitment to comfort that transcends fashion. In a market obsessed with scale, what is the one single, sacred element of your craft, the one thing you would even walk away from an incredible opportunity to protect? What is your non-negotiable?

• The Quadrinity of Time: You operate at the intersection of four powerful forces: the timeless gravity of gold of Shivasa, the emotional memory held in ancestral textiles of Kaalii, and the forward-leaning edge of silver jewellery of Akira and of course the couture mother brand of Vaishali Agarwal. Are these separate entities, product lines, or are they one continuous, cohesive narrative chapters in the same family story? Do you envision a complete narrative binding all the brands under one roof?

• Narrative Strategy: Some brands lean into deep, heavy nostalgia; others build a grand, fictional mythology. When it comes to your brand, is your ultimate move to let the exquisite pieces themselves perform all the necessary communication? Or are you comfortable sharing the personal history of your family and your craft to build that connection, or do you prefer the privacy of letting the jewellery speak for itself?

• Sensory Distillation: A visit to your space, that is your store, is a full-spectrum experience with the scent of incense, the drape of silk, the weight of a gold piece. If we had to distill that powerful feeling down to one single sensation to be broadcasted to the world through a screen, what is the one sensation you'd choose to transmit? Currently your website is purely visual. If you could transmit one feeling from the physical store to the digital screen, what would it be?

MARKETING & OPERATIONS

• The Morning After: After your recent intimate showcase or exhibition, all that glittering energy and promise, full of possibility, what sat in your heart the next morning? Was it the high-frequency energy of the connections you made or a moment of clear reflection of the uncertainty of whether any of them will ever return?

• The Setback Test: In the process of working with creative partners for social media or website building, when things don't quite work out, what feels like the bigger setback: the purely commercial aspect (the numbers), or the emotional aspect (images that don't truly capture your vision of Vaishali Agarwal)?

• Sustaining Momentum: Every business has its seasons, the busy times when clients arrive like a flood, and the quieter months that can bring a little worry. If you could choose one key strategy and we could help automate to keep the momentum and leads strong during those silent periods, what would it be?

CUSTOMER PROFILING

• The Transformation Moment: Can you describe the tipping point when a new client, who walks in as a stranger, leaves feeling completely transformed and adorned? Was the ultimate factor the deep connection to the gemstones explanation, or the pure, emotional validation of seeing themselves in the mirror and feeling beautiful?

• The Male Patron: Let's talk about the men who are drawn to your brand. Is he typically a groom, motivated by the profound, external commitment of love, or is he a fashion-conscious man coming in on his own? Who is the man currently buying from you?

• The Journey: In your experience, do patrons begin their journey with the approachable affordable silver pieces? Do you see customers starting with a smaller purchase, maybe a silver piece from Akira and eventually graduating to a diamond set from Shivasa? Or are these two completely different sets of people who never mix? Or do these feel like two completely distinct, separate groups of patrons who rarely intersect?

• The Wandering Hearts: Over the last two years, many people have deeply admired your art but ultimately walked away before that initial desire could bloom. If you could send one single, resonant message back to every one of those almost-patrons, what key memory or feeling would you want them to hold onto about your brand?

THE FOUNDER (Vaishali Agarwal & Sandhya Agarwal)

• Creative Instinct vs. Interpretation: On a scale of 1 to 10, how much do you enjoy being involved in the day-to-day marketing decisions (choosing fonts, approving photos)? Do you do it because you love it , or because you don't trust anyone else to do it right?

• Defining Success: Looking ahead, how do you truly define success for the next year? Is it a hard, measurable achievement in terms of numbers and expansion? Or is it more about finding personal fulfillment and the peace that comes from the courageous act of trusting others and slightly loosening the creative reins? Is it based on more revenue or freedom from the daily grind?

PRODUCT & INVENTORY REALITY

• Scaling Menswear: The men's line is magnificent but incredibly resource-intensive. If demand were to suddenly surge, would you be more creatively drawn to shaping each piece like a custom commission, or would you prefer the stability and readiness of keeping a curated, available stock?

• The 'Akira' Dilemma: Let's talk about 'Akira.' The silver is ready. When considering its next launch phase, does the hesitation stem from the immense effort and logistics required? Or is there a more strategic concern that its brilliance might pull focus away from the primary gold brand of Shivasa?

• Devotion vs. Delivery: Your dedication for perfection and customisation, is legendary according to Chinmaya. As demand grows and the waiting list lengthens, where do you find the healthy balance between the devotion to detail and the necessary, operational reality of managing a growing business? Where do you draw the line of giving bespoke treatment to your customers, at what price point?

THE DYNASTY DYNAMIC (Mother & Daughter)

• Harmonised Legacy: When a bride chooses one of your mother's exquisite creations, is the natural next step a seamless, fluid transition toward your jewellery to complete the look? Or do the two beautiful parts of your family legacy still, at times, feel more like separate entities than one completely harmonised and unified whole?

THE “INVISIBLE” EXPERIENCE (Retention)

• Building Digital Trust: It is a beautiful sign of confidence that some clients bring their wealth to you with a sense of quiet caution. For a total stranger online, how can you best instill that same level of confidence and safety? Is it through the founder's visible presence, or by sharing a peek at the creative magic happening behind the curtain or scene?

• The Presentation Ritual: When one of your Shivasa or Akira jewels leaves your hands, does the packaging box that cradles it feel like an absolutely essential part of the ritual? Does it already speak the same language of luxury as the piece itself, or is there an opportunity to elevate that part of the experience into something even more meaningful?

• Maintaining Connection: A few months after a client attends an exhibition, do you maintain a relationship by sending a gentle, periodic communication to keep the connection warm and active? Or do you leave the potential for a reunion entirely to destiny?

THE AESTHETIC “NO-GO” ZONES

• The Refusal: Instead of defining what you love, could you share what makes you instinctively turn away? Is there a current trend you see as just 'noise,' a creative betrayal, or an aesthetic line you simply refuse to cross? Is there a specific trend in luxury jewellery marketing right now (e.g., over-editing, AI models etc) that makes you cringe and say, 'We will never do that'?

• The Website Soul: How would you describe your current websites? Do they live up to your expectations and aesthetics? If not, as we imagine the rebuild, would you prefer to adorn it with rich, powerful imagery that truly honour your craft, or lean into a quieter, more refined “less is more” approach?


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