

MEERAHI

Purposeful Threads



MEERAHI'S
COLLECTION

Meerahi, offers a unique collection of **handmade children's clothing & accessories** made using the **traditional art of block printing**. Our unique designs, blend this traditional artistry with modern contemporary aesthetic. We invite you to view our wholesome collection!

Founded April 2024, Meerahi is a **social enterprise** aimed at **empowering women** in rural India. We provide these women training and employment to help us produce our product line. Additionally, we give back a portion of all our sales towards various projects designed to further enhance their quality of life.

Our Success Story

- **16 Retail Stores & Growing**

Meerahi is now carried by 16 independent retailers across the U.S., alongside a growing online B2B business.

- **Creating Opportunities for Women**

We have built a growing network of women artisans in Alwar and Jaipur, India, with whom we work on ongoing projects. This provides consistent work, income, and greater financial independence for women and their families.

- **Loved by Families**

Our pop-up events have seen strong customer response, with several styles selling out.

- **Bringing the Craft to Life**

Our hand block printing workshops give children and families the opportunity to experience this centuries-old art firsthand.

- **First Time in Dallas**

We're excited to bring Meerahi to Dallas for the first time.

Come discover our handcrafted collections, experience the art behind our prints, and explore bringing Meerahi to your store.



“The idea of Meerahi began more than 2 decades back. I remember discussing the concept of “Gharonda” (a hindi word for home) with a very dear friend of mine, envisioning a home with happy families, happy kids and happy faces around - the core of Meerahi.”

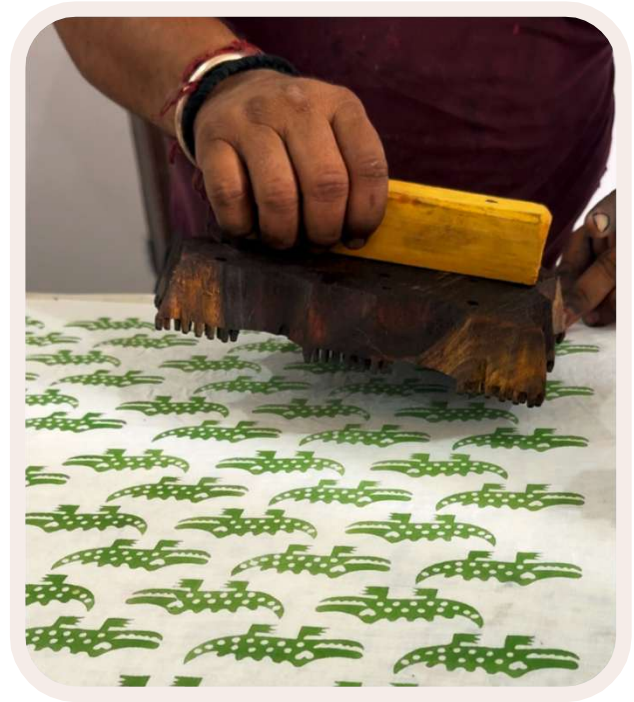
~ Charu Gupta, founder of Meerahi,



Hand Block Printing

At Meerahi, we use the centuries-old art of hand block printing to create our fabrics. .

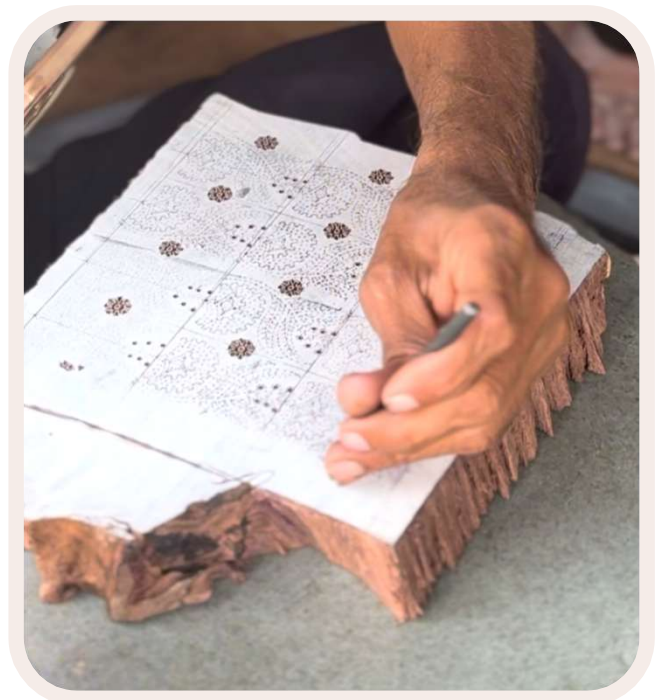
Unlike machine-printed fabrics, every yard of hand-block printed fabric carries slight variations in impression, pigment depth, and alignment. These subtle "imperfections" aren't flaws - they are the stamp of authenticity that make every piece unique



Stamping of fabric

The 3-Step Process

- 1. The Block:** Motifs are hand-carved into solid wood blocks.
- 2. The Stamp:** Artisans dip blocks in dye and stamp fabric with rhythmic precision.
- 3. The Sun:** Fabrics are sun-dried naturally to set rich, soft tones.



Wooden Block Carving

Why Buyers & Customers Love Meerahi

- **100% Handcrafted:** Each piece is made by skilled artisan families using traditional techniques passed down through generations.
- **Truly One-of-a-Kind:** Hand block printing and the human touch mean no two pieces are ever exactly alike - giving customers something unique and meaningful.
- **Thoughtful & Gentle:** Made with soft, breathable, skin-friendly fabrics and carefully selected dyes for everyday comfort.
- **Slow & Sustainable:** Produced in small batches at a considered pace, supporting traditional craftsmanship while minimizing waste.

Every print tells a story of patience, skill, and human touch—bringing warm, timeless beauty to modern childhood.



Madhu – woman learning to sew as part of our mission



Meerahi's growing pool of women



SS26-1011-14 (*ATS)



SS27-4011-14 (PO)

SCALLOP STRAP DRESSES



SCALLOP STRAP DRESSES

Material: Cotton

Prints: 8 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$21 MSRP: \$42

*ATS – Available to sell *PO – Preorder

SS27-4021-24 (PO*)



SS27-4041-44 (PO)



SS27-4031-34 (PO)



SS27-4051-54 (PO)



SS27-4061-64 (PO)



SS26-1021-24 (ATS)



STRAP DRESSES



SS25-3101-04 (PO)

STRAP DRESSES

Material: Cotton

Prints: 5 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$20 MSRP: \$40



SS25-3061-64 (ATS)

SS25-3051-54 (ATS)



SS25-3081-84 (ATS)

SS25-3091-94 (ATS)



RUFFLE DRESSES



RUFFLE DRESSES

Material: Cotton

Prints: 2 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$22 MSRP: \$44



SS25-3031-34 (ATS)



SS25-3041-44 (ATS)

SS27-4081-84 (PO)



SMOCKED FLUTTER SLEEVE DRESSES



SMOCKED FLUTTER SLEEVE DRESSES

Material: Cotton

Prints: 2 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$22 MSRP: \$44

SS27-4071-74 (PO)

SS26-1041-44 (ATS)



SS26-1031-34 (ATS)

CROCHET DRESSES



CROCHET DRESS

Material: Cotton

Prints: 2 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$21 MSRP: \$42

SS27-4241-44 (PO)



2-TONE DRESSES

SS27-4251-54 (PO)



SS27-4261-64 (PO)

2-TONE DRESSES

Material: Cotton

Prints: 3 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$22 MSRP: \$40

AW25-2051-54 (ATS)



TIERED DRESS

Material: Cotton

Prints: 1 Option

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$23 MSRP: \$46



SS27-4131-34 (ATS)



AW25-2041-44 (ATS)

FRONT OPEN DRESS

Material: Poplin cotton

Prints: 3 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$23 MSRP: \$46



AW25-2011-14 (ATS)



AW25-2031-34 (ATS)

FRONT OPEN
DRESS



AW25-2021-24 (ATS)



AW25-2081-84 (ATS)

**PETER PAN
COLLAR TOP**



Puritan Collar Top

Materials: Poplin Cotton

Prints: 2 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$16 MSRP: \$32



AW25-2091-94 (ATS)

2-PIECE SHORT SET



SS25-3201-04 (ATS)



SS27-4091-94 (PO)



SS25-3211-14 (ATS)

2-PIECE SHORT SET

Materials: Cotton

Prints: 3 Options

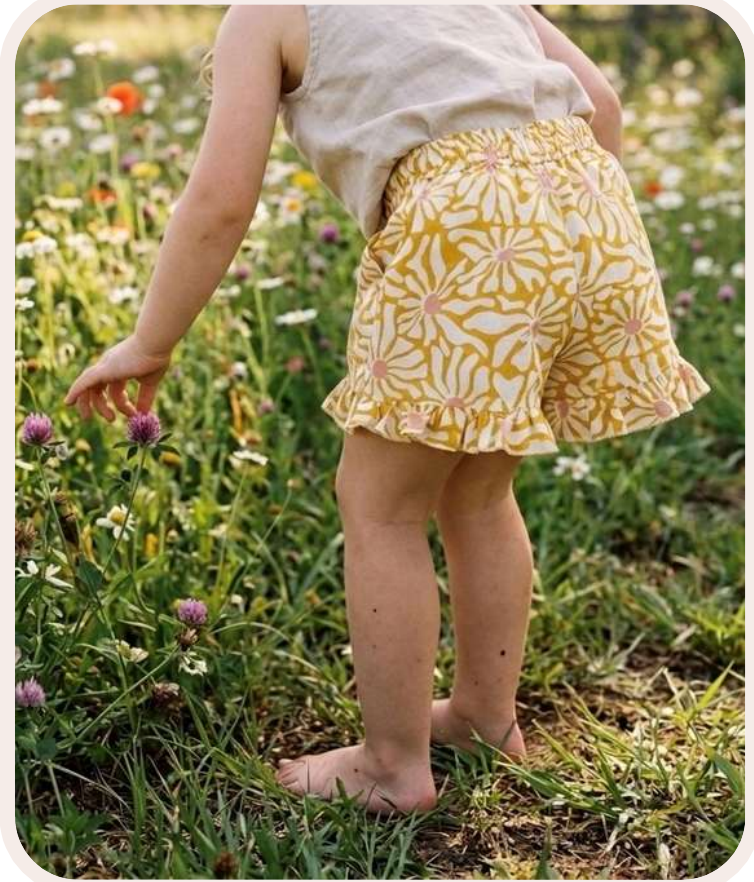
Sizes: 2T, 3T, 4T, 5T

Wholesale: \$24 MSRP: \$48

SHORTS



SS26-1061-64 (ATS)



SS26-1071-74 (ATS)

GIRLS SHORT

Materials: Cotton

Prints: 3 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$14 MSRP: \$28

SS27-4101-04 (PO)



**2-PIECE
PANT SET**



SS27-4111-14 (PO)

2-PIECE PANT SET

Materials: Cotton

Prints: 3 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$25 MSRP: \$50



SS27-4121-24 (PO)

MATCHING BEACH COVER-UP

Materials: Cotton

Sizes: 2-4, 5-8, Adult one-size

Kid - Wholesale: \$18 MSRP: \$36

Adult - Wholesale: \$24 MSRP: \$48



SS26-1091, SS26-1081,
SS26-1082 (ATS)



BOYS HALF SLEEVES SHIRTS

SS25-3121-24 (ATS)



SS27-4141-44 (PO)



SS27-4151-54 (PO)



BOYS SHIRT

Materials: Cotton

Prints: 6 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$18 MSRP: \$32

SS27-4161 – 64 (PO)



SS27-4171-74 (PO)



SS27-4181-84 (PO)





SS25-3131-34 (ATS)



SS26-1051-54 (ATS)



SS25-3141-44 (ATS)



BOYS FULL SLEEVES SHIRTS

Materials: Poplin Cotton

Prints: 3 Options

Sizes: 2T, 3T, 4T, 5T

Wholesale: \$20 MSRP: \$40

AW25-2071-74 (ATS)



SS27-4191-94 (PO)



AW25-2061-64 (ATS)

**BOYS
2-PIECE SET**



Materials: Cotton
Prints: 3 Options
Sizes: 2T, 3T, 4T, 5T
Wholesale: \$24 MSRP: \$48



SS27-4201-04 (PO)

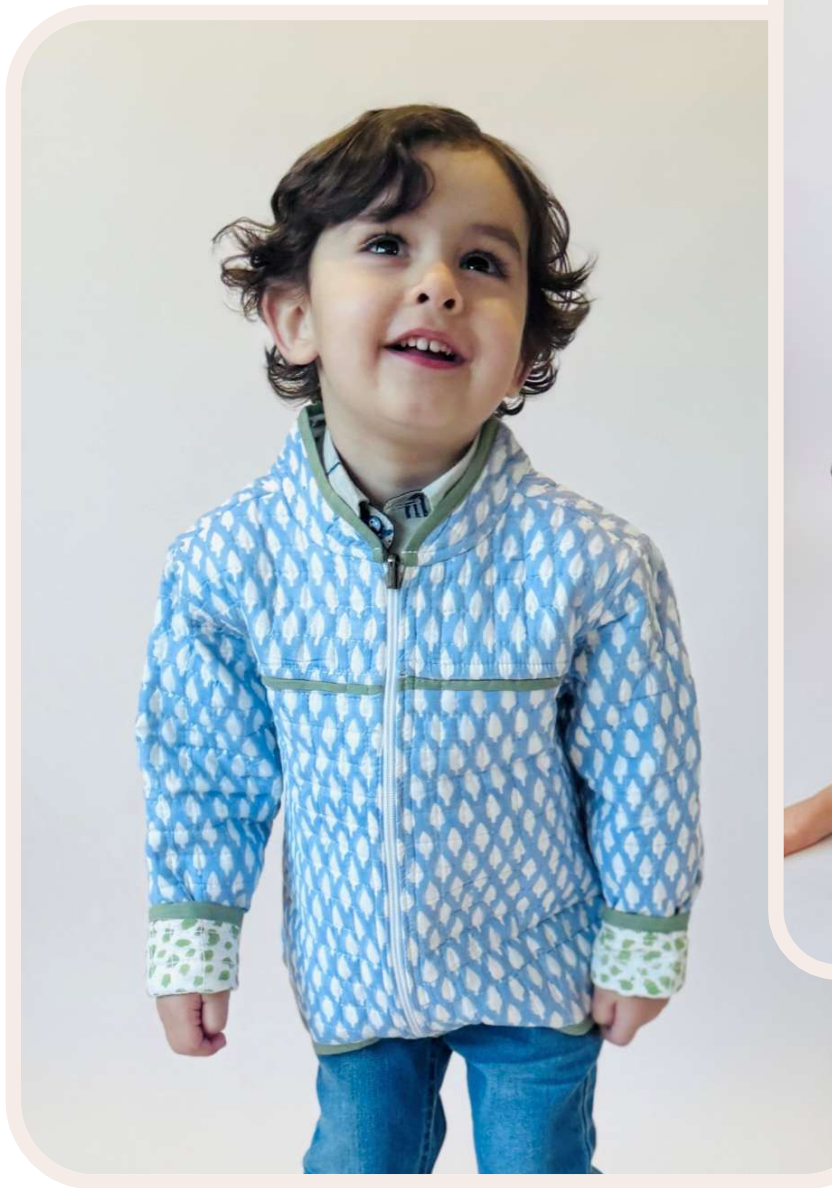


SS27-4211-14 (PO)



SS27-4221-24 (PO)

UNISEX
REVERSIBLE JACKET



SS27-4231-34 (PO)

Reversible Jacket

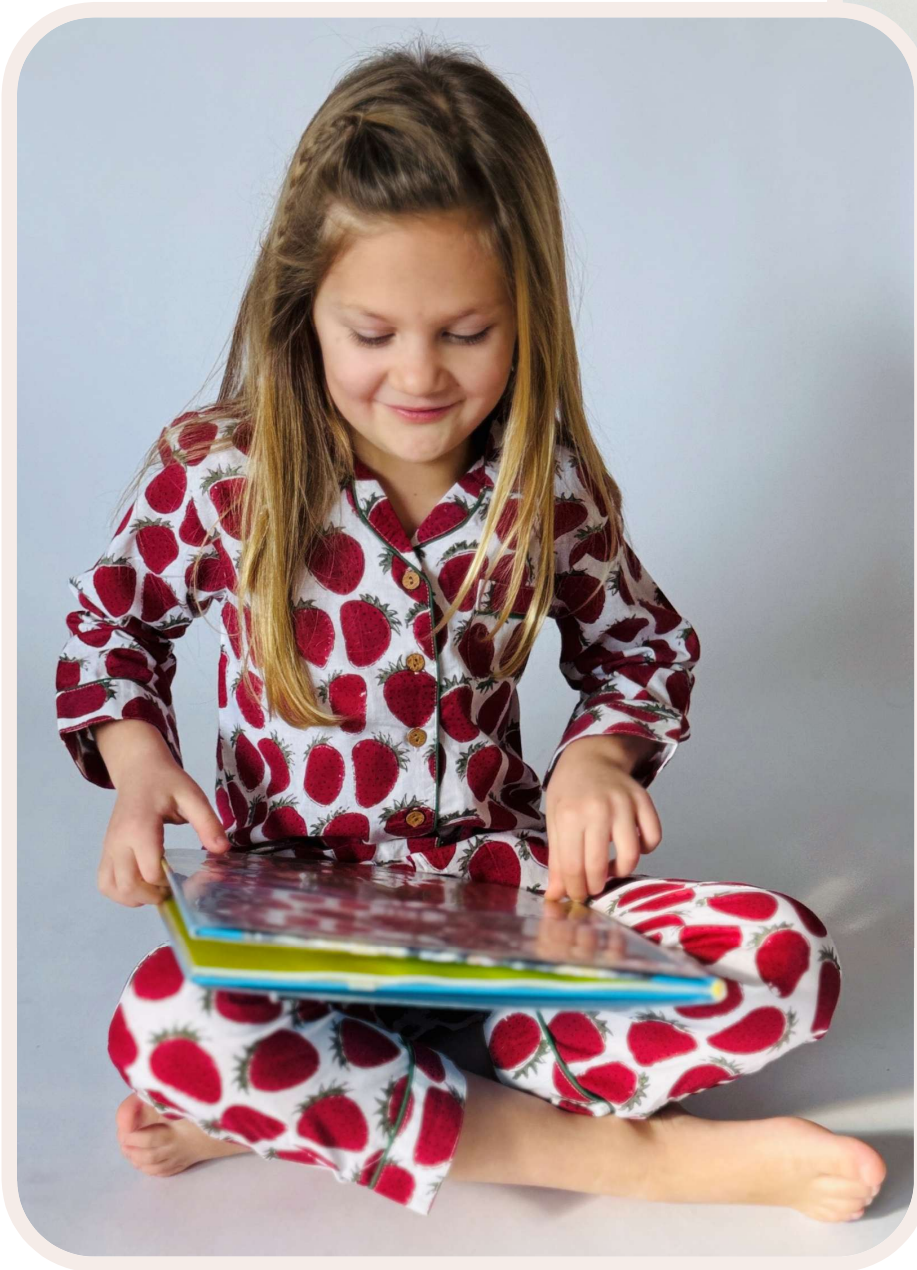
Materials: Cotton

Prints: 1 Options

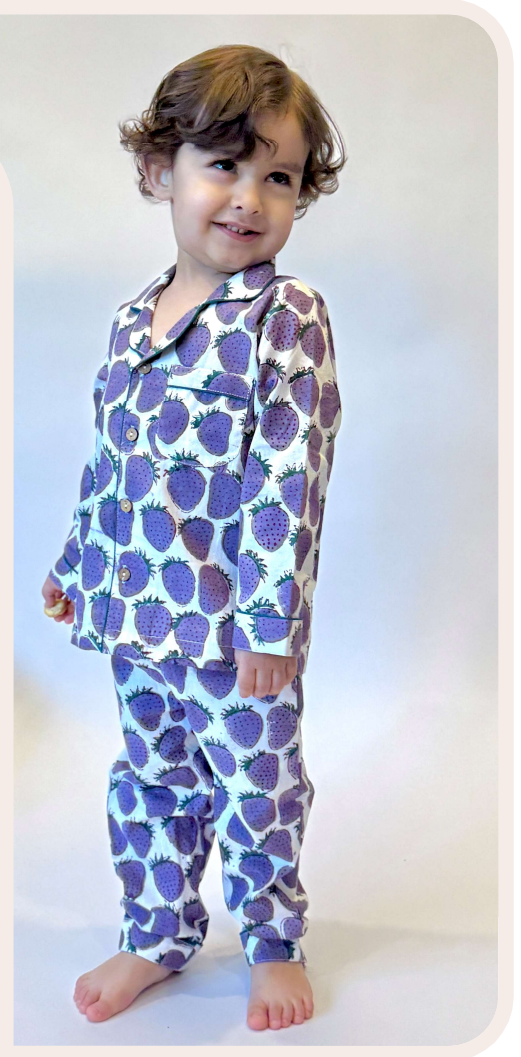
Sizes: 2T, 3T, 4T, 5T

Wholesale: \$30 MSRP: \$60

PAJAMA SETS



AW25-2101-04 (ATS)



AW25-1131-34 (PO)

Pajama Sets

Materials: Cotton

Prints: 5 Options

Wholesale: \$22 MSRP: \$44



AW25-1121-24 (ATS)



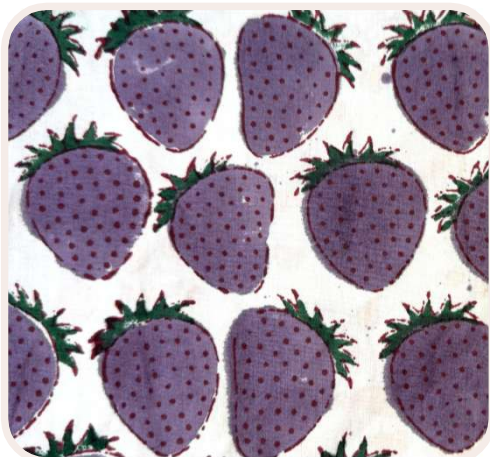
AW25-1141-42 (ATS)



AW25-1121-24 (ATS)



AW25-1111-14 (PO)



AW25-1131-34 (PO)



AW25-2101-04 (ATS)



AW25-1141-42 (ATS)

AC-301 (ATS)



Reversible & Quilted Aprons

Materials: Cotton

Prints: 2 Options

Wholesale: \$15 MSRP: \$30

REVERSIBLE & QUILTED APRONS



AC-302 (PO)

QUILTED PURSE



AC-204



AC-203

Quilted Purse

Materials: Cotton

Prints: 2 Options

Wholesale: \$13 MSRP: \$25



AC-104, AC-105



AC-500, AC-510

REVERSIBLE BLANKETS

Materials: Cotton

Prints: 2 Options

Size: 60x90 & 35x44 inches

Wholesale: \$32 MSRP: \$64

Wholesale: \$37.50 MSRP \$75

REVERSIBLE BLANKETS

ORDERING & DELIVERY DETAILS

- Minimum Order Value: \$500
- Minimum 5 units per style
- \$25 flat fee per order
- Deliveries begin end of Jan

Accepting orders till October 15th

✉ meerahipurposefulthreads@gmail.com

🌐 www.meerahi.com

📷 @_meerahi_

F Faire Direct

☎ 856-761-7213

Why Faire Direct?

Order via Faire Direct and help Meerahi save on Faire commissions - so more goes back into our products and artisan community.

Link to Faire Direct:

<https://www.faire.com/direct/meerahi>



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***For any questions and queries please
reach out to meerahipurposefulthreads@gmail.com***