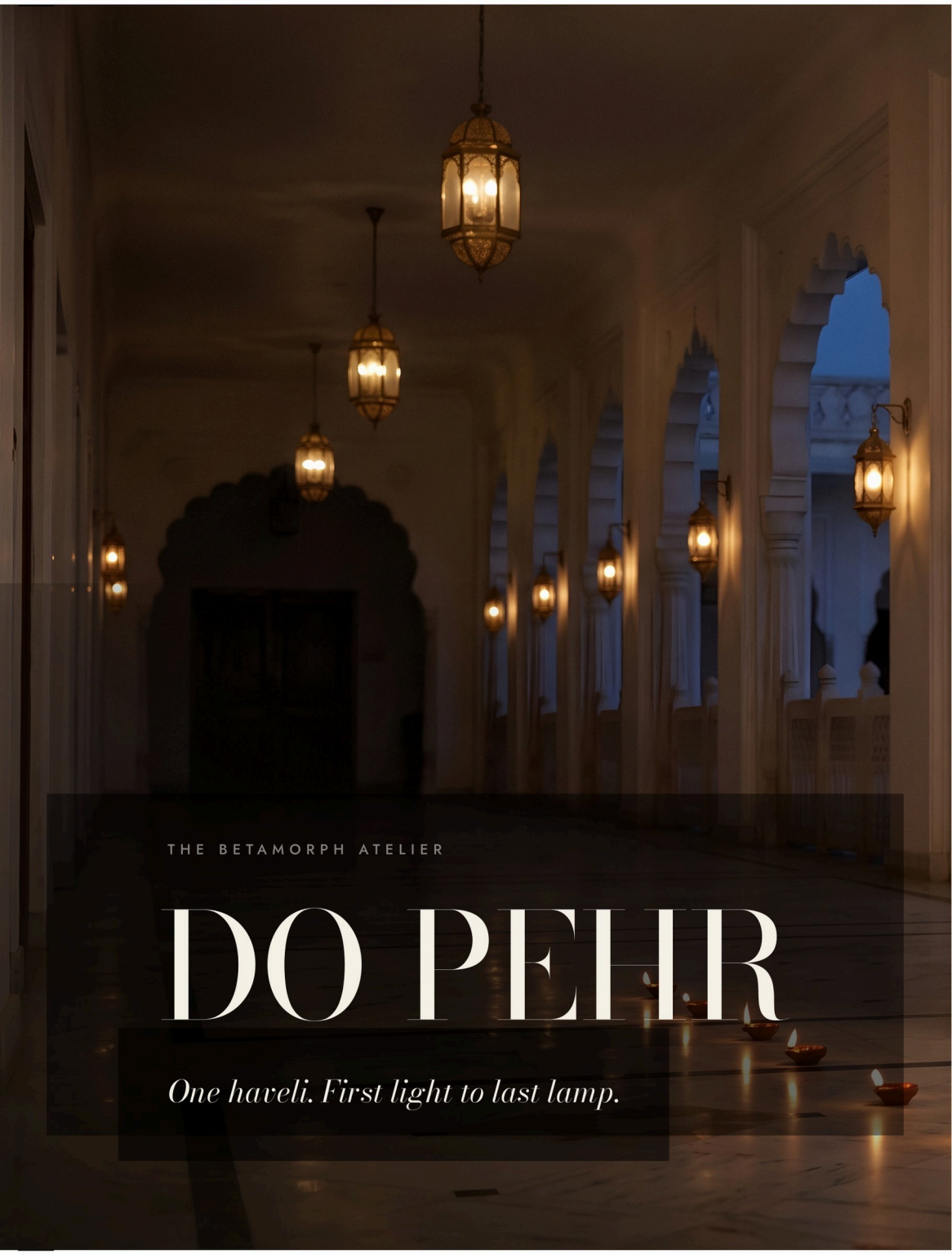


by ऋgami

THE BETAMORPH ATELIER

DO PEHR

One haveli. First light to last lamp.



THE BETAMORPH ATELIER

DO PEHR

One haveli. First light to last lamp.





THE COLLECTION

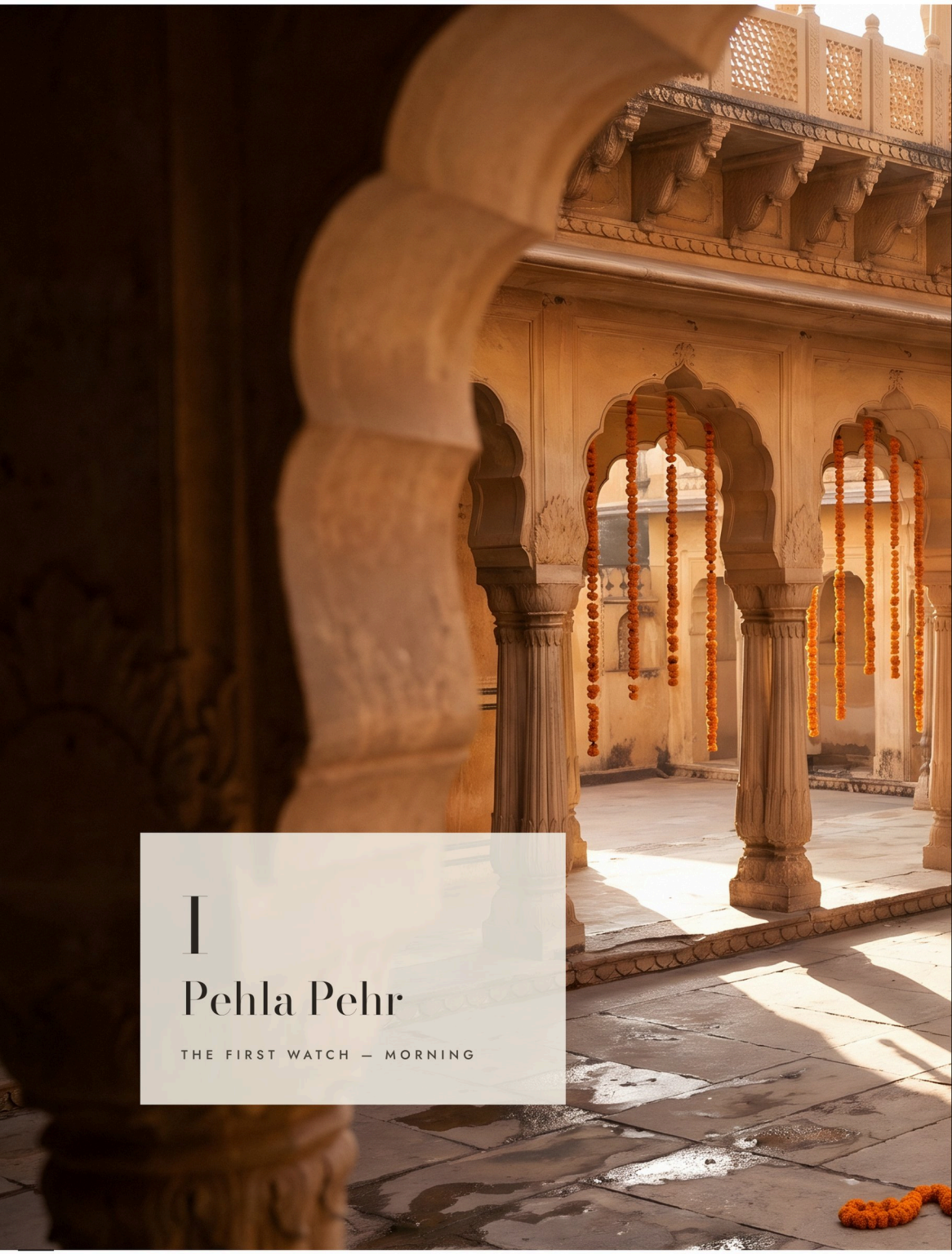
Do Pehr

two watches of the day

DO PEHR follows a single day inside a nineteenth-century haveli in Jaipur's old city. The morning chapter is lime-plaster and chikankari and silk the colour of first light. The evening chapter is velvet and sequin and zardozi under brass lanterns.

Two people move through one house as the light turns — and what they wear turns with it. Every thread was made for the hour it is worn in.

Studio craft, start to finish.



I

Pehla Pehr

THE FIRST WATCH — MORNING







Subah Kurta Set

DP · F · L01

Hand chikankari on fine cotton · dupatta in silk-chiffon with zari edging ·
silk palazzo





DAYLIGHT, THE OLD CITY



IN THE STUDIO

*The same wardrobe, drawn
out of narrative and set
against seamless — where
the couture is the only
subject and the hand-
work carries the frame.*



RETAIL-READY

The same wardrobe, to catalogue specification



DP · M · L01

Ivory silk kurta set



DP · M · D01

Velvet zardozi jacket

Marketplace-compliant: pure-white field, full figure, natural stance, hair clear of the shoulders. The editorial pages and these listing plates are the same four garments on the same two models.



DP · F · L01

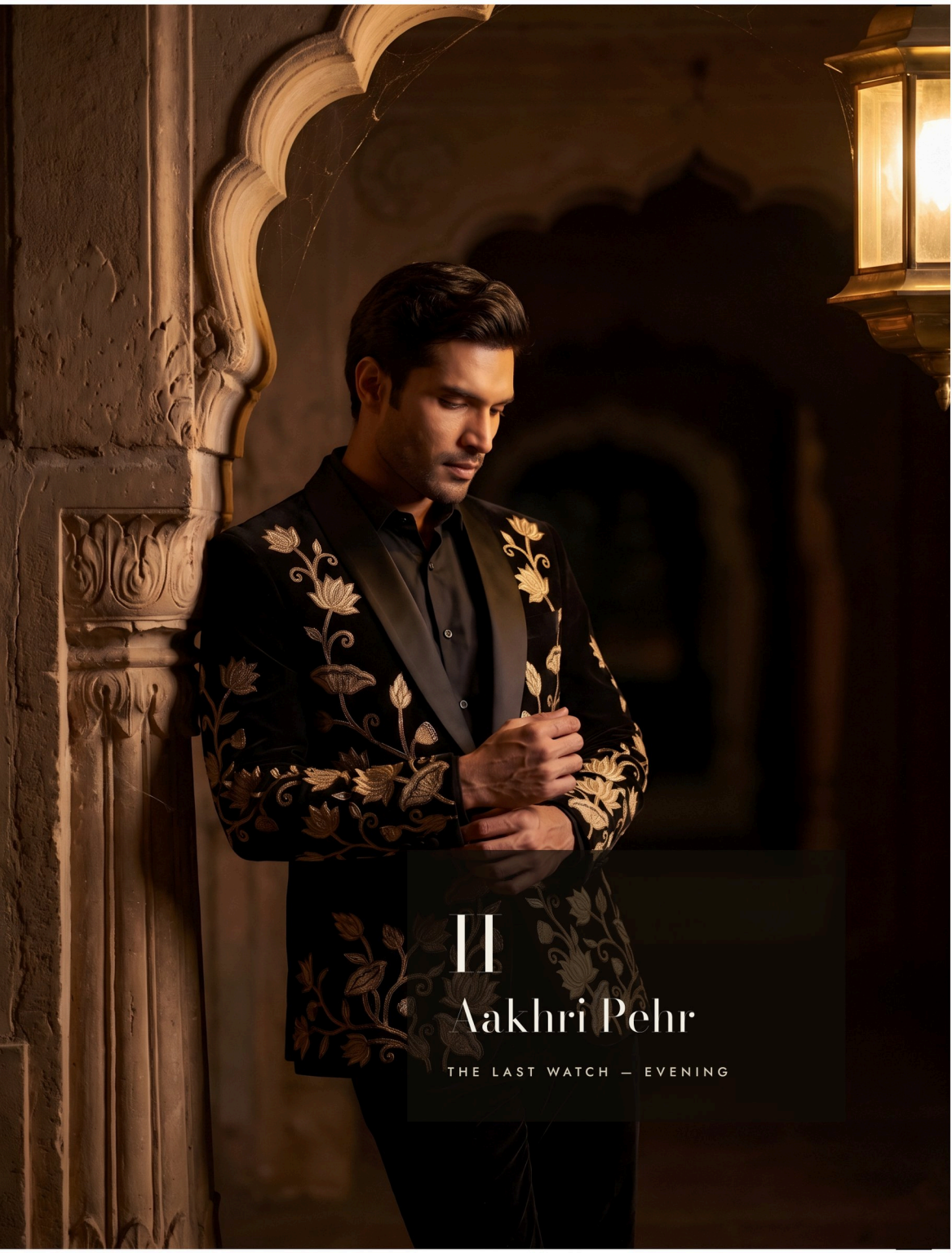
Chikankari kurta set



DP · F · D01

Sequin lehenga





II

Aakhri Pehr

THE LAST WATCH — EVENING





Raat Lehenga · Sherwani Jacket

DP · F · D01 · DP · M · D01

Gold & antique-silver zardozi and sequin on georgette and cotton velvet ·
hand bullion-work

THE WARDROBE

Four garments



DP · M · L01

Ivory silk kurta set



DP · M · D01

Velvet zardozi jacket

Client shoot · Do Pehr. Every look begins with the garment. Casting, styling, set, light and finishing shape the collection into a world of its own.



DP · M · L01

Ivory embroidered kurta set



DP · F · D01

Sequin lehenga

THE CAST

Casting. Styling. A world for the collection.



B M · 0 4 — *appears in nine frames*

CASTING, STYLING, SET, LIGHT AND FINISHING — KGAMI.

Client shoot · Do Pehr. Every look begins with the garment. Casting, styling, set, light and finishing shape the collection into a world of its own.



BM · 03 — *appears in seven frames*

kgami

Architects of the unseen.



SCAN · IMAGINE

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CASTING, STYLING, SET, LIGHT AND FINISHING — KGAMI.

IMAGE: KGAMI

POWERED BY *betafactory*