

Five Point Five by Nitin & Radhika

Once upon a time, in the vibrant corridors of the National Institute of Fashion Technology (NIFT) in New Delhi, two young dreamers named Radhika and Nitin embarked on a journey that would weave the fabric of their futures. It was 2010, a year filled with boundless possibilities and serendipitous encounters. Radhika, with her keen eye for fashion design, and Nitin, who immersed himself in knitwear design, first crossed paths in the foundational batch of their course. Little did they know that this initial meeting would lay the groundwork for something extraordinary.



As the years went by, Radhika pursued her passion for styling by diving into movie projects and securing an internship at Shahi Exports Pvt Ltd. Meanwhile, Nitin's horizons expanded through an exchange program at the Academy of Arts University in San Francisco, a journey that broadened his understanding of global fashion. The duo's academic journey didn't end there. They both embarked on another adventure, pursuing their Master's degrees in International Fashion Business at Nottingham Trent University in the United Kingdom. These experiences sharpened their skills and deepened their love for the world of fashion.



Nitin and Radhika - Founders, Five Point Five

Post-graduation, their professional paths diverged but remained intertwined with the fashion industry. Radhika became a lecturer in the Fashion Styling department at Pearl Academy, while her partner took on the role of Manager - Communications & Digital with the Fashion Design Council of India (FDCI). For nearly a decade, they amassed invaluable experience, becoming well-respected figures in their respective fields.

However, the world came to a standstill in 2022 during the second lockdown, prompting a period of reflection and reevaluation. It was during these quiet, introspective days that the seed of a new idea took root. Radhika transitioned to a role as a Marketing Manager with the Centre of Excellence for Khadi (CoEK) at NIFT, New Delhi. Meanwhile, Nitin dedicated themselves entirely to nurturing their burgeoning brand, Five Point Five.



Chanderi Saris



Banarasi Silk Saris

Five Point Five: A Tribute to the Sari

The name "Five Point Five" evokes the traditional length of the sari, a garment that has been an integral part of Indian culture for centuries. Their brand, Five Point Five, is a homage to this timeless piece of clothing. Their journey began with an unwavering commitment to the sari, sourcing diverse weaves from the historic weaving hubs of Benaras and Kolkata. These exquisite weaves form the cornerstone of their premium range, available for exclusive personal viewing through their innovative 'Saris on Wheels' concept.



Saris on Wheels



Druti Linen Sari

At Five Point Five, every sari tells a unique story, carrying a fragment of India's rich cultural heritage. The founders believe in providing a platform for sari enthusiasts to explore and celebrate this iconic garment in all its glory. Their journey is just beginning, and they approach each day with a commitment to continuous learning, guided by their passion for the sari and its historical significance.

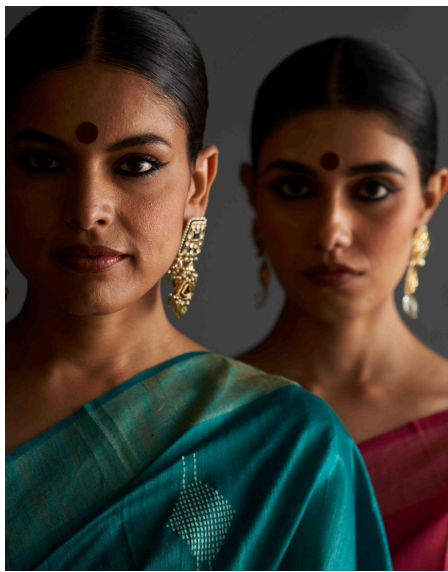
Handcrafted Elegance: The Essence of Five Point Five

In a fashion world that often prioritizes embellishments and intricate designs, Five Point Five stands apart by focusing on the essential base weave that forms the foundation of each sari. They believe that the weave, the very fabric of the sari, deserves to be celebrated and not overshadowed by other techniques. Their philosophy is rooted in restoring the intrinsic value of weaves, recognizing them as the narrative thread of their brand.

Understanding their audience's preference for simplicity and understated elegance, Five Point Five has curated a collection of saris that showcase the beauty of the most revered and explored weaves. Their designs are visually appealing while honoring the craftsmanship of the weavers. By doing so, they aim to contribute to the revival and appreciation of these timeless textiles, ensuring they continue to be treasured for generations.



Brinda Kora Saris



Nargis Tussar Saris

A Diverse Collection of Timeless Elegance

Five Point Five's sari collection spans a rich variety of fabrics, including kora, tissue, silk, tussar, chanderi, cotton, and linen. Each piece offers a unique experience, catering to diverse tastes and preferences. They take immense pride in presenting exceptional pieces that showcase heavy Benarasi weaving and intricate surface embellishments, exemplifying their commitment to quality and craftsmanship.



Kalpana Cotton Saris



Nasreen Linen Sari

To bring their vision to life, Five Point Five collaborates with 20-25 skilled weavers from the vibrant weaving hubs of Benaras and Kolkata. These artisans are integral to their journey,

allowing the brand to source products directly from the weavers while preserving and promoting the age-old art of weaving.

Since their inception, Five Point Five has introduced five distinctive collections, each tailored to specific editions and aligned with the spirit of the festive season. These collections are a testament to their commitment to offering unique and seasonally relevant sari designs. They are excited to continue this tradition, unveiling more captivating collections in the future.



Amba Linen Sari

Sayah Linen Saris

Sustainability and the Sari: A Timeless Connection

In a world increasingly conscious of sustainability, Five Point Five is dedicated to promoting eco-friendly practices and preserving traditional craftsmanship. By choosing handcrafted saris as their core product, they contribute to a more sustainable fashion industry. Unlike synthetic fabrics, their saris are made from natural fibers, ensuring they are not only beautiful but also environmentally friendly.

Their commitment to sustainability extends to their collaborations with artisans, ensuring fair wages and ethical working conditions. By supporting the weavers and promoting traditional techniques, they help preserve cultural heritage and provide livelihoods for communities. In an era dominated by fast fashion, Five Point Five stands as a beacon of sustainable luxury, celebrating the timeless elegance of the sari while promoting responsible practices.



Gohar Matka Silk Saris



Bela Cotton sari

Celebrating the Timeless Elegance of the Sari

The story of Five Point Five is a testament to the enduring allure of the sari and the rich heritage of Indian textiles. With a commitment to quality, craftsmanship, and sustainability, they are redefining the fashion landscape by celebrating the beauty of traditional weaves. As they continue to grow and evolve, Five Point Five remains dedicated to preserving the timeless elegance of the sari, ensuring it continues to be cherished for generations to come. Their journey is a celebration of tradition, culture, and the artistry of the weavers who bring these exquisite garments to life.

If you are reading this, I would invite you to [subscribe to our online magazine](#) where you can access highly insightful articles on various aspects of sustainable and ethical fashion and our connection to sustainable fashion in outer Space. In addition you can discover exemplary brands like Five Point Five who have dedicated their lives to fight pollution and unethical practices in the fashion industry with their beautiful offerings. [Join us here.](#)