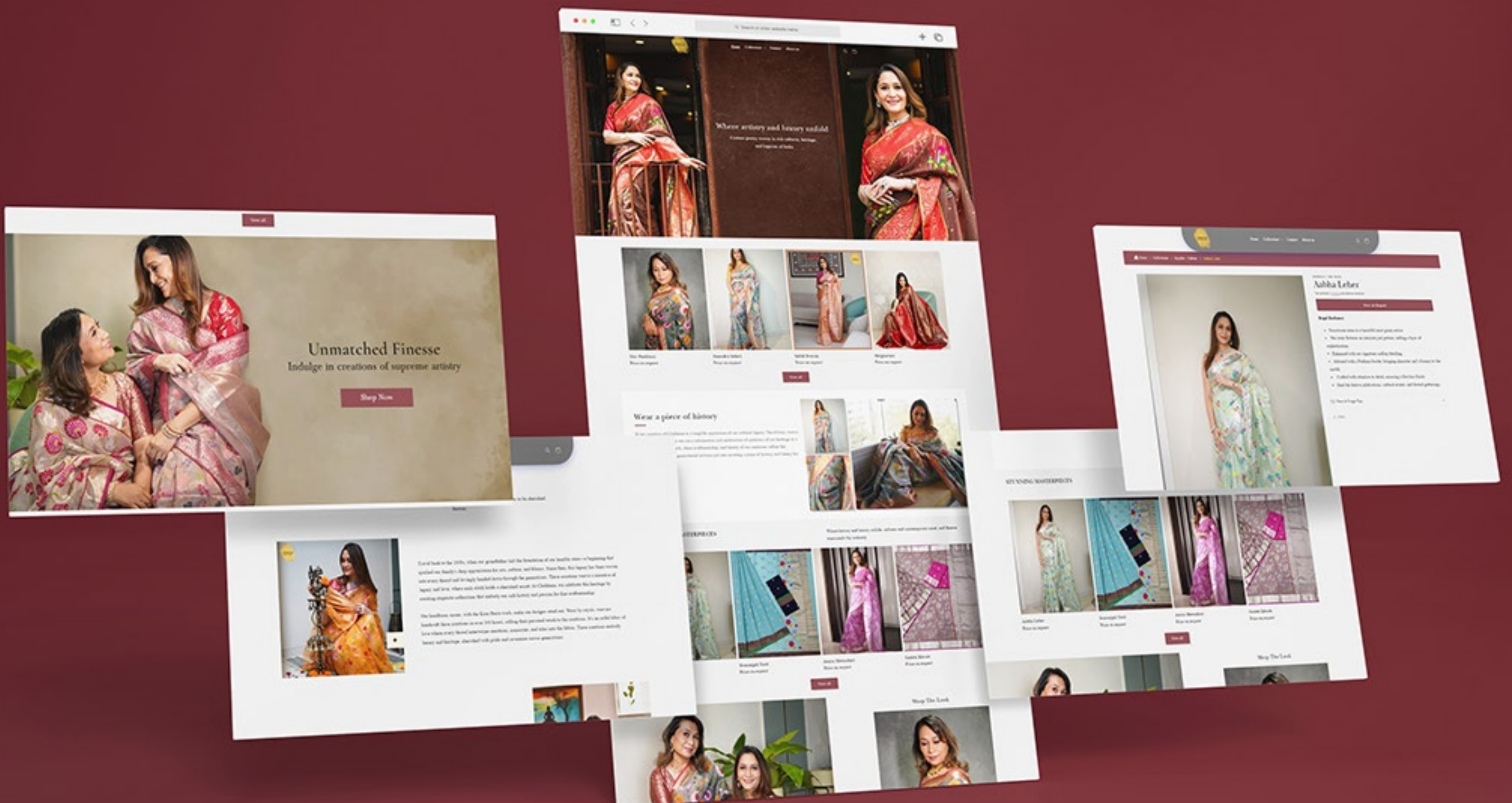


Chokhana's Poetic Wireframes



Typography

● Font Used



Benne is a serif typeface with a modern yet classic feel, offering a refined look that works well for headings. It provides elegance and readability, giving your website a polished and professional appearance.

Baskerville is a classic serif typeface, ideal for paragraphs. It offers timeless elegance and excellent readability, making it perfect for long text.

Benne Regular

Baskerville Regular

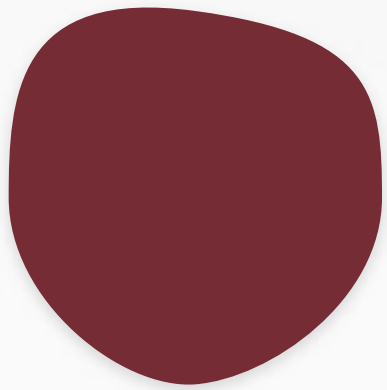
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abcdefghijklmnopqrstuvwxyz

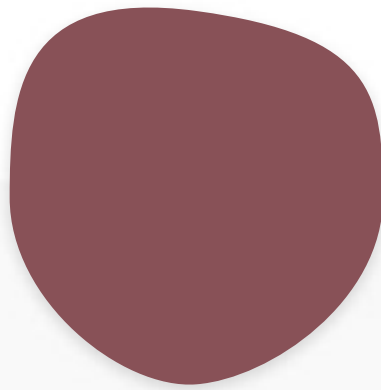
1234567890

Colors

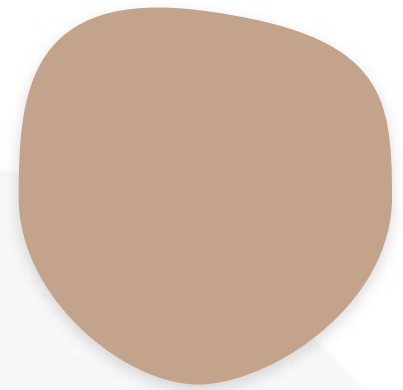
● Colors Used



Primary Color
#742c33



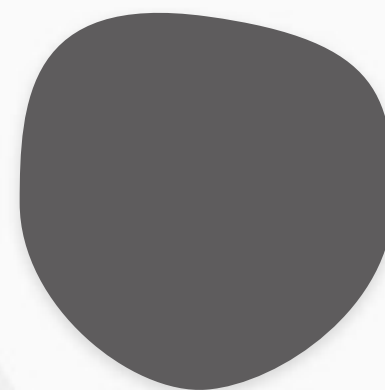
Secondary Color
#885157



Gradient Color
#c3a38c



Text Color
#212121



Text sec.Color
#5E5D5C

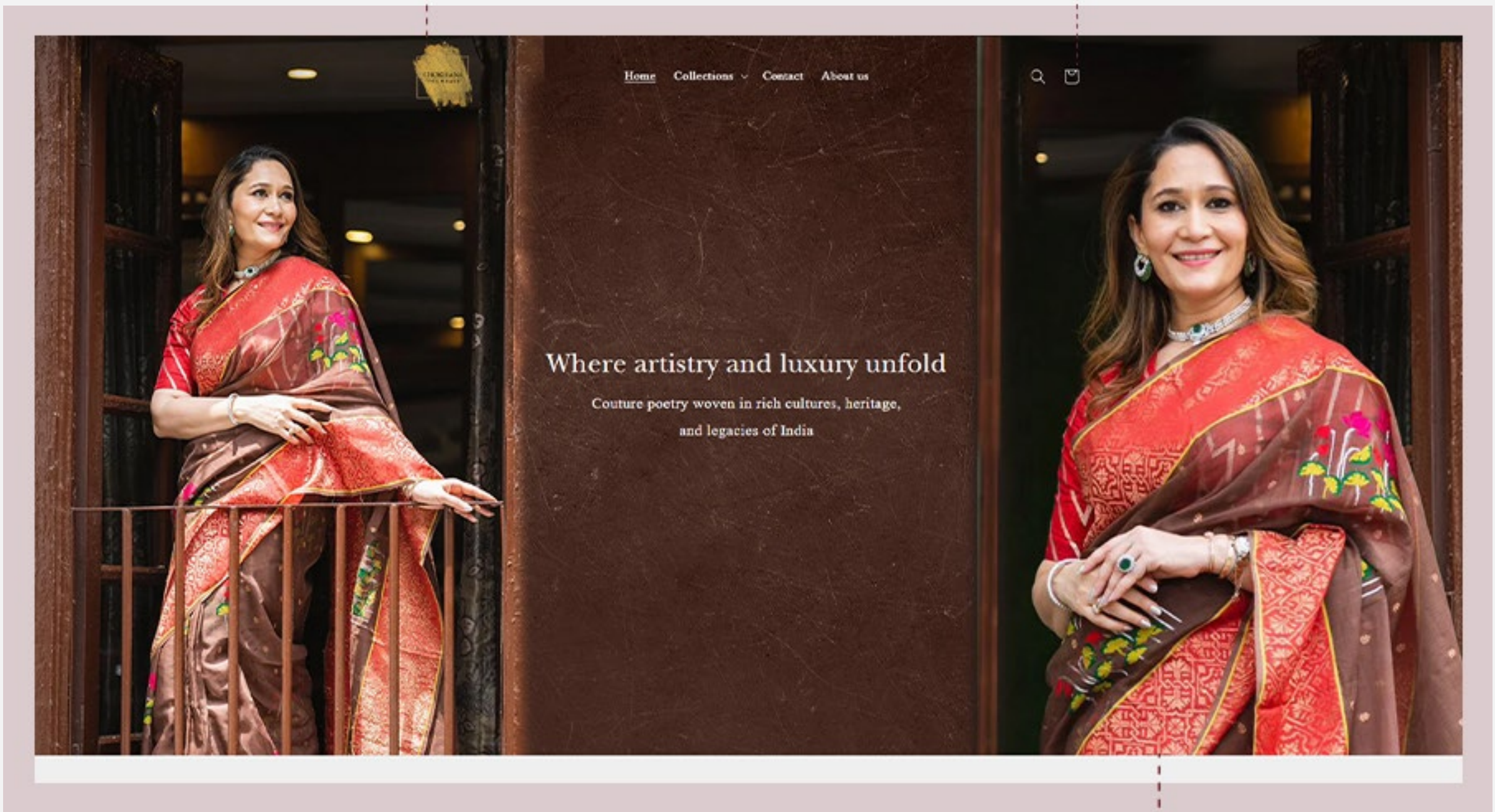
Visual/ Design

Your Logo / Home button

It will take user to the HomePage of the website and there will be the brand logo of the company

Your Cart

View your selected items and proceed to checkout.



Hero Banner

The hero banner is the eye-catching image or video at the top of a website's homepage, instantly grabbing visitors' attention and setting the tone for their experience.

Wear a piece of history

Every curation of Chokhana is a tangible expression of our cultural legacy. The fabrics, weave types, and art forms we use are a culmination and celebration of centuries of our heritage as a country. The vivid details, sheer craftsmanship, and beauty of our creations reflect the hundreds of hours our generational artisans put into creating a piece of history and luxury for you.

[Shop Now →](#)



STUNNING MASTERPIECES

Where history and luxury collide, cultures and contemporary meet, and finesse transcends the ordinary



Aabha Leher



Swaranjali Neel



Aanya Meenakari



Gulabi Khwab

Product Collection

Clear images of different product images

Collection Image

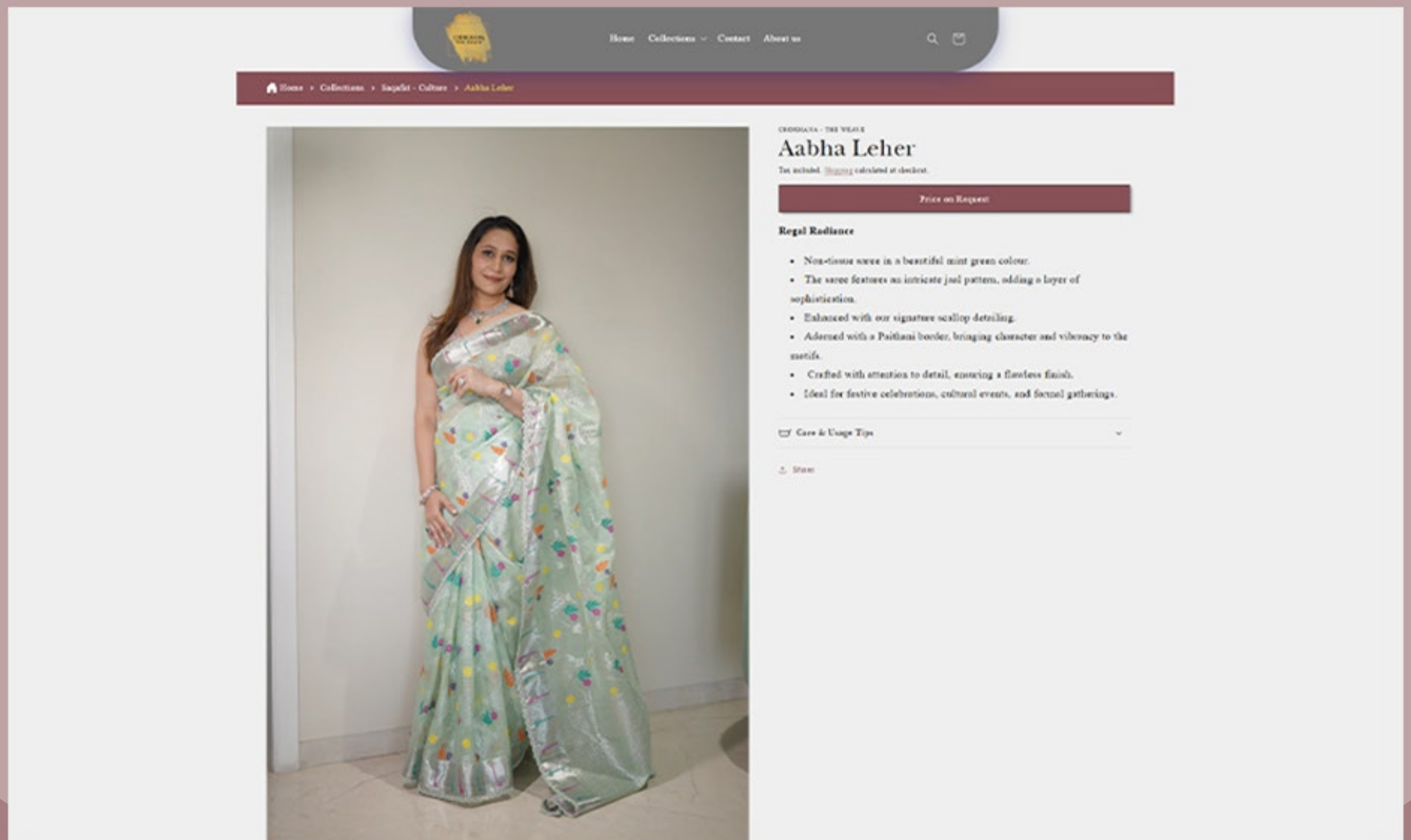
Clear image of different images

Enhanced Description of their collection

The user can see the product with its short description and the price.

Product Page

On our product page, the highlighted image takes center stage on the right, drawing attention to the item in detail. Beneath it, you'll find various image variants for further exploration. On the left side, essential product details are neatly organized: the product name, a concise description, pricing information, and available color variants. A single, prominent buy button simplifies the purchasing process, allowing you to specify your desired quantity.





About us

Curations that echo through generations, carrying legacies of love and stories to be cherished forever.



Travel back to the 1930s, when our grandfather laid the foundation of our humble store—a beginning that sparked our family's deep appreciation for arts, culture, and fabrics. Since then, this legacy has been woven into every thread and lovingly handed down through the generations. These creations weave a narrative of legacy and love, where each stitch holds a cherished secret. At Chokhana, we celebrate this heritage by curating exquisite collections that embody our rich history and passion for fine craftsmanship.

Our handloom sarees, with the Kota Doria work, make our designs stand out. Worn by royals, weavers handcraft these creations in over 100 hours, adding their personal touch to the curations. It's an arduous labor of love where every thread intertwines emotions, memories, and tales into the fabric. These creations embody luxury and heritage, cherished with pride and reverence across generations.

Origin

A journey that began in the 1930s with their grandfather in Kota, Rajasthan, Chokhana is a labor of love for sisters Pooja Singhi and Vanita Bora. Chokhana means 'square,' paying homage to the complete weaving process of a saree. While the sisters first picked up the baton for carrying the century-old family legacy, they were joined by another pillar of their home: their sister-in-law, Pooja Jain. Now, Chokhana thrives under the collective leadership of these three women from Kota, Chennai, Pune, and Mumbai.

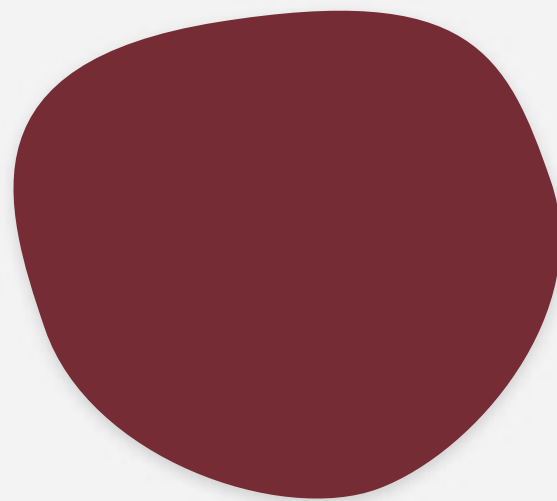
Chokhana's exquisite collections feature the pure silver zari saree sourced from Surat and the double tissue saree, also known as 'atras,' which showcases intricate double zari work. While Chokhana's presence is primarily online, the heritage endures through the brand's oldest Kota shop, 'Pooam Chand Pradeep Kumar.'



About Us

The "About Us" page tells the story of the brand's heritage, rooted in the 1930s. It highlights the tradition of handcrafted sarees, passed down through generations, with a focus on luxury, craftsmanship, and personal touch. The page showcases the brand's connection to royalty and artisans, emphasizing quality and exclusivity. Visuals of the artisans and products add warmth, while the clean layout and key stats (10,000+ customers, 500+ weavers) enhance credibility and professionalism, reinforcing the brand's timeless appeal.

Color Theory



Primary Color
#742c33

The color #742c33, a deep burgundy, is an excellent choice for your clothing brand's website. It conveys sophistication, luxury, and warmth, appealing to a sense of timeless style. This rich, earthy tone evokes feelings of confidence and elegance, making it perfect for a fashion brand that wants to create a bold, memorable impression while maintaining a sense of refinement. It also pairs well with neutral and metallic accents, enhancing the overall aesthetic.

Typography Theory

Aa

Font Used

Benne & Baskerville

The combination of Benne for headings and Baskerville for paragraphs creates a perfect balance of elegance and readability on your clothing brand's website.

Benne is a modern serif typeface with a classic touch, giving your headings a refined and distinctive look. Its strong, clean lines draw attention and add a sophisticated flair, ideal for highlighting key messages.

Baskerville is a timeless serif typeface used for paragraphs. Its excellent readability ensures that longer text remains smooth and comfortable to read, maintaining a polished, professional appearance throughout your site.

Together, these fonts enhance the overall aesthetic, reflecting the brand's focus on quality and style.

