



 CHANAKYA
ITALIA

Every thread holds a memory,
every needle weaves the future.
Embroidery becomes an art that
unites ancient roots with a
contemporary vision.

A TALE OF PASSION AND EXCELLENCE.

Founded in Mumbai in 1984 by Vinod Shah, Chanakya was established with a singular mission: to share the excellence of Indian artisan embroidery with the world, bringing together within its ateliers the finest master embroiderers and designers the country has to offer.

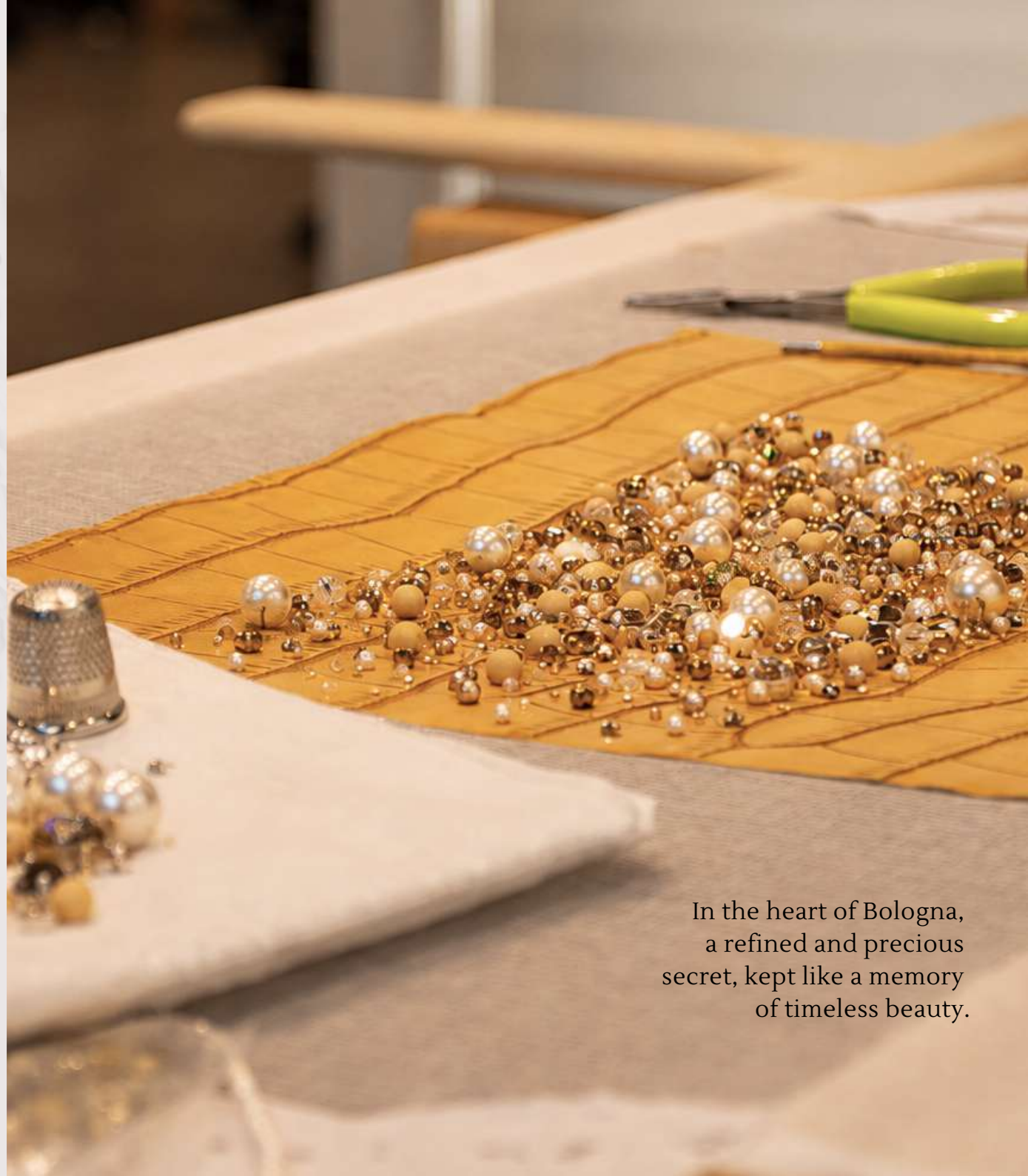
Today, under the guidance of the family's second generation - Karishma and Nehal Shah - the company collaborates with the most prestigious Maisons in Haute Couture and Prêt-à-porter, combining tradition and expertise with constant creative research and a deep social commitment.



WHEN TALENT AND VISION MEET.

Since 2002, through the inspired vision of Karishma Shah and Beatrice Parini, Chanakya has found a place in Bologna - with a showroom that has become a landmark within the industry, that masterfully blends heritage with modern creativity, giving life to luxurious and timeless embroideries.

The Bologna Atelier is home to an archive spanning over 600 square metres, where embroidery collections from both current and past seasons, alongside a curated selection of vintage garments and accessories, coexist to show the richness of Chanakya's heritage and the continuous evolution of its savoir-faire.



In the heart of Bologna,
a refined and precious
secret, kept like a memory
of timeless beauty.



MASTERY AND RESEARCH, TRADITION AND INNOVATION.

Every project begins with a thorough and customised research process, designed to interpret each brand or maison's needs with precision - in full respect of its DNA, its stylistic identity, and the creative vision that defines it.



Memory and innovation are the twin pillars of the Chanakya philosophy. Our skilled hands, specialised in modern and historic Haute Couture techniques such as Lunéville embroidery, bring to life exclusive and bright creations built on passion, precision and love of detail.



ARTISAN MASTERY, DEDICATION AND TEAMWORK.

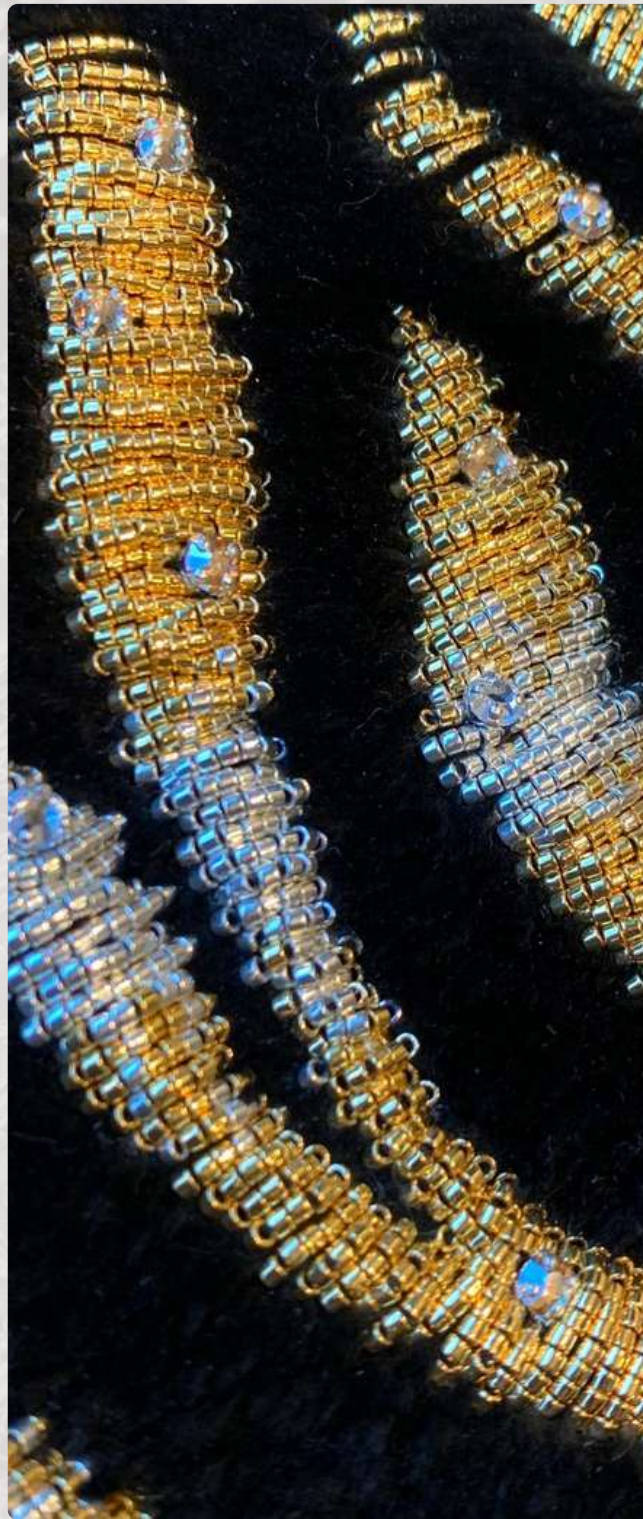
Our embroidery Atelier, established in Bologna in 2019, is a multigenerational reality comprising more than 40 embroiderers, each distinguished by talent and devotion to their craft. Drawing on the experience and close collaboration between our teams in Italy and India, we provide a body of work of the highest standard, able to meet rigorous deadlines and quality benchmarks with unmatched mastery.

Mindful of the ethical challenges facing the fashion industry, Chanakya places people at its centre, adhering to rigorous auditing processes designed to ensure fair, sustainable working conditions that honour the full value of its human heritage.



A universal language, crafted from
threads, masterful weaves,
luminous reflections and refined
elegance.





THROUGH DIALOGUE, EXPERIENCE AND EXPERIMENTATION.

Every project is rooted in listening: a genuine and open dialogue with the client. Whether the brief is clearly defined or is just an intuition still taking shape, Chanakya Italia's goal is to transform every idea into a creation that surpasses expectations.

Combining technical knowledge with an innovative spirit, our Research & Development division continuously explores materials, techniques, and inspirations drawn from diverse traditions and cultures, to meet any creative requirement and the most exacting standards of quality and compliance, with particular attention to precious materials such as crocodile, snake and fur.



QUALITY AND RELATIONSHIPS: THE FOUNDATION OF SUCCESS.

Chanakya's archive - encompassing forty years of embroidery - serves as a living reference for reinterpreting classic motifs, creating and developing new techniques, and anticipating emerging trends. We analyse fabrics, yarns, and textures, crafting bespoke solutions that guarantee both quality and singularity.

Every project is a complete experience, in which the brand is guided and supported with expertise at every step. Our mission is to translate research and development into tangible value, ideas that merge aesthetics, functionality, and innovation, thus building a relationship of absolute trust with every partner.



We transform visionary ideas
into exceptional embroidery,
where refined elegance
meets performance.





CHANAKYA VINTAGE: THE PAST INSPIRES THE FUTURE.

An unrivalled collection of vintage garments, in which embroideries and silhouettes from different eras, spanning the eighteenth century through to the Nineties, live together in a ever-evolving dialogue between past and future.

From Charles Frederick Worth and Coco Chanel's creations to refined Japanese kimonos and ethereal English tea gowns, through to the genius of Gianni Versace and Dolce & Gabbana: Chanakya safeguards a heritage of beauty, available for loan to brands and creatives seeking inspiration for collection development, prototyping, and special productions.



HERITAGE BECOMES CONTEMPORARY LUXURY.

Yesterday's techniques in service of tomorrow's fashion: through a process of continuous research, Chanakya acquires and preserves embroidered garments and accessories from every era. A curation matching technique and intuition, that becomes a catalyst for creative exchange with every maison we have the privilege of working with.

A kaleidoscope of ideas, translated into forms and colours that take centre stage on the world's most prestigious runways and red carpets - as well as at internationally significant events such as the Venice Biennale and the Salone del Mobile in Milan.





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