

Taneira

Product Description Writing Sample

Written by Srijayee Ghosh for Taneira (a Tata / Titan ethnic-wear label) via Textmercato. Each piece pairs a tight, scannable short description with a richer narrative version — written to test brand voice across two different lengths and registers.

Nouveau Organza Tissue Saree

Block print embroidery · Light pink · Light festive

SHORT DESCRIPTION

This elegant Nouveau Organza Tissue saree comes in eye-soothing block print embroidery on a light pink base radiating festivity.

RICH PRODUCT DESCRIPTION

Organza Tissue sarees are famous for their sheer appeal and lightweight plain weave. Traditionally made from silk, this fine woven luxe tissue organza is a treat to the eyes. This uniquely blended saree is flowy and comfortable to wear. The yellow kantha embroidery on block print pattern on the pallu and the edge of the solid light pink base creates a subtle yet royal appearance. Create a style statement during festivities with this sophisticated ethnic drape by pairing this with a solid pink blouse.

Bengal Cotton

Beige · No zari · Everyday traditional

SHORT DESCRIPTION

This lightweight Bengal cotton saree comes in a beige base with a thick embroidered pink border and pallu to amp up your everyday look.

RICH PRODUCT DESCRIPTION

Originated in Bengal, Bengal cotton sarees are famous for their lightweight and airy texture, ideal for every season, especially summers. This saree comes in a decorative woven pallu and artistic motif on thick borders. This piece has a pleasing beige tone combined with light pink embroidery that matches contemporary taste. This Bengal saree is ideal as everyday traditional wear once paired with a designer pink blouse.

Bengal Mulmul

Block print · Dark yellow · Everyday corporate

SHORT DESCRIPTION

Drape in elegance with this handfeel Bengal mulmul saree that comes in exclusive block print on a yellow base.

RICH PRODUCT DESCRIPTION

Handloom weaving is an integral part of West Bengal's cultural legacy. Crafted in a combination of rich yellow and green block prints accompanied by dark green borders and a floral motif pallu, this cotton saree is breezy and extremely comfortable against the skin. This fine, versatile mulmul saree can be worn on multiple occasions and blends easily with corporate wear as well. Pair this elegant piece with a green blouse and statement earpieces to step out in style.