

The Gahane Legacy:

Reviving Bengali Artistic
Craftsmanship

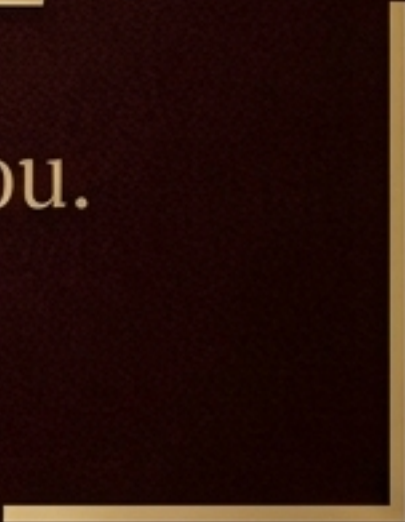


The foundation rests on a deeply personal philosophy



GAHANE

Soul. Silver. Stories. & You.



A singular vision emerged to rescue Bengal's timeless artistry

The Disappearing Tradition:
Traditional Bengali jewelry designs
were gradually fading from
mainstream fashion.
The market lacked authentic,
heritage-inspired designs.



The Entrepreneurial Dream:

Gahane was built to fill this void. Driven by pure passion in a modest Kolkata room, the brand set out to combine traditional artisanship with premium silver craftsmanship to ensure Bengal's timeless artistry endures.

Contrasting the mainstream retail experience with true heritage

Mainstream Retail Experience

- Mass-produced, machine-made construction.
- Modern, generic, and trend-chasing motifs.
- Purely transactional retail environments.
- Fragmented or highly generic online shopping experiences.

The Gahane Difference

- Authentic handcrafted silver craftsmanship.
- Vintage Bengali designs and antique Minakari work.
- Boutique, customer-centric storytelling.
- A seamless, premium digital e-commerce expansion.



Deconstructing the anatomy of handcrafted silver and gold

Intricate Layering •

Multi-tiered chains that demonstrate complex articulation and traditional structural integrity.

Precision Finishing

Artisanal finishing touches, including delicate dangling gold drops and diamond-shaped pendants, executed entirely by hand.



• Vintage Motifs

Hand-stamped floral and crescent patterns inspired by classical Bengali artistic traditions.

Translating intricate craft into a tactile boutique experience



The Jodhpur Park Milestone

The launch of the first Gahane boutique in Jodhpur Park, Kolkata, marked a critical evolution in the brand's journey.

Customer-Centric Storytelling

The space is designed not just to sell, but to envelop the customer in the brand's crimson and mahogany aesthetic, strengthening consumer trust and establishing a true luxury retail presence.

The deliberate trajectory from local artisanship to a national footprint

Phase 1:
Founded in a single,
modest room.

Phase 2:
Established initial
online presence
and digital footprint.

Phase 3:
Opened the flagship
boutique in Jodhpur
Park, Kolkata.

Phase 4:
Expanded physical
retail footprint with
multiple showrooms.

Phase 5:
Achieved national
scale,
serving customers
across India.



Digital performance validates the massive demand for authentic heritage

Audience Growth

21,000+ Active Users

20,000+ New Users

Traffic & Volume

35,000+ Sessions

48,000+ Page Views

Deep Engagement

62.5% Engagement Rate

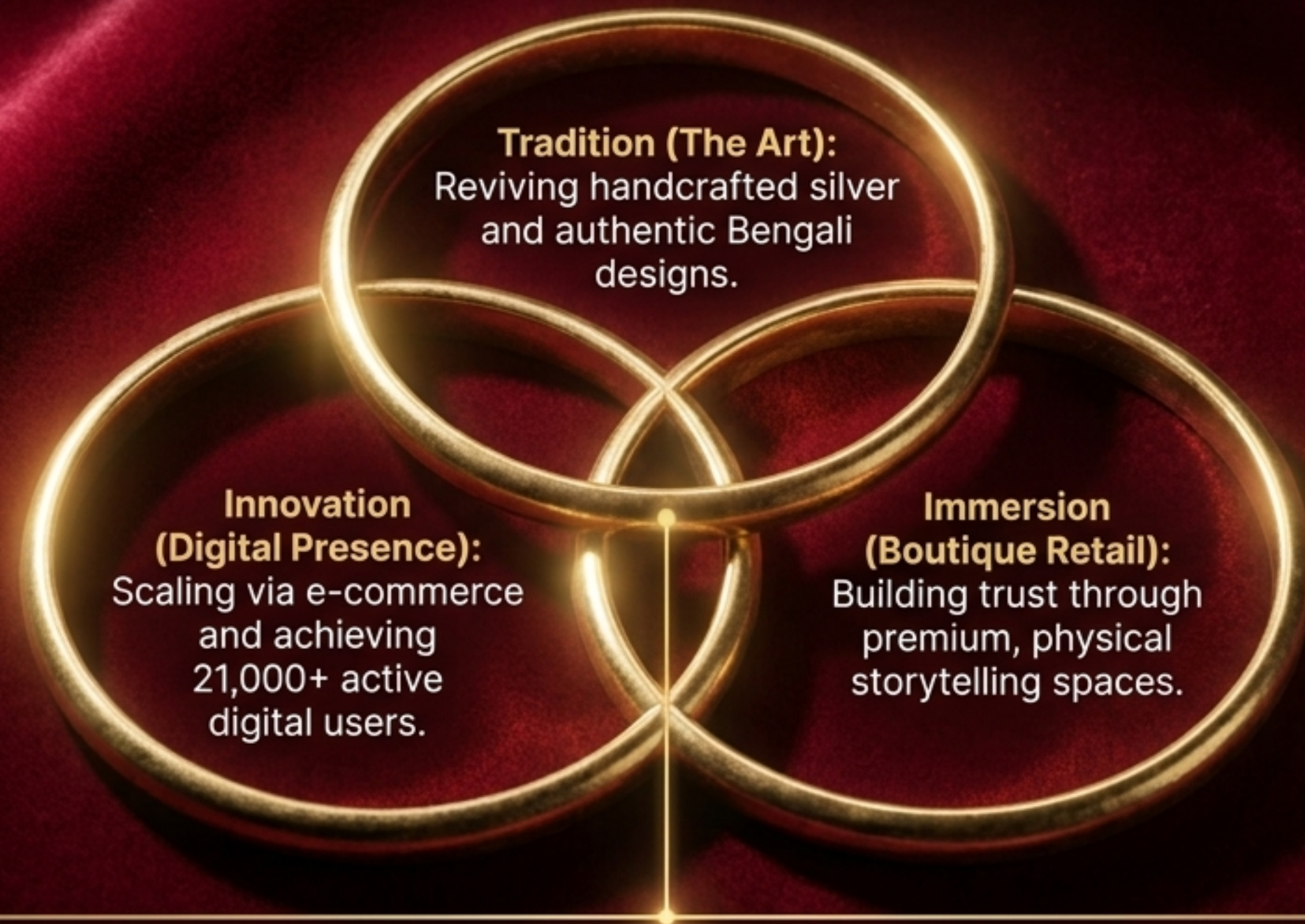
1 Min 04 Sec Avg. Time | 38.6% Bounce Rate

Commercial Impact

2,800+

Verified Conversions

An omnichannel engine connects ancient craft with the modern consumer



The Intersection: A flourishing, omnichannel national heritage brand that successfully bridges the gap between preserving the past and capturing the modern consumer.

A lasting testament to enduring passion and timeless elegance



From one room to multiple showrooms.
From local artisanship to national recognition.
From tradition to timeless elegance.