

The WATERMELON Project



“Seeing the world from a child’s perspective is a beautiful experience. They have no inhibitions and they don’t follow the rules. This has inspired me, as a designer and a human being, to create a fashion label for a cause”
– Ruchika Jain, Owner and Designer for theSUTRA.

The WATERMELON Project is a fashion movement truly inspired to make positive changes in the lives of kids from impoverished communities and those living with special needs. Proceeds from all sales are sent back to these little geniuses and their families through the establishment of The WATERMELON Project Foundation to help secure their futures and the handicraft industries that define these communities.

Designers look to many great artists to inspire their next collection. At WATERMELON, we do that too. Only the artists we look to don’t work in studios and their medium is quite often an incomplete box of broken Crayolas. Play and creativity are most natural to all children while planning is not. Our fashion is nothing more than this innocent interpretation.

What they see is what you get.

The WATERMELON Project is a sub label to the existing fashion label, theSUTRA headed by Ruchika Jain. The WATERMELON Project is a worthy cause planning to launch during the Spring of 2009. We look to partner with non-profit organizations and corporations wishing to become more connected with the global community through philanthropy.



The WATERMELON Project’s initial focus for the establishment of its foundation lies in India and its impoverished communities and villages. As a citizen born and raised in New Delhi, the advancement of India and its handicraft industries is an issue close to Ruchika Jain’s heart.

As The WATERMELON Project grows, it will look to establish further foundations in different countries and regions affected by poverty.

Please contact Ruchika Jain at ruchika8@gmail.com or 408.821.1889 for more information and details on how to become a sponsor for The WATERMELON Project.

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