



theSUTRA &&

After achieving a Bachelors degree in commerce from Delhi University in 1996, Ruchika Jain desired to pursue a more creative career. Jain was always fascinated by clothing and design and so enrolled in

NIFT (National School of Fashion Technology) in New Delhi, the leading fashion school of India. With her new Master's Degree and "The Most Creative Collection Award" sponsored by major Indian corporations including Max India and TATA Groups, Jain launched her label, Masters Apparel Pvt. Ltd., in 2000 with just one sewing machine. Soon orders piled in, she attended exhibitions and trade fairs and Masters Apparel developed into a complete production house with more than 200 machines.

European brands and retailers including JUST Be, Luca D'Altierli and Lime began buying Jain's designs and she realized opportunities outside her native India for international marketing. In February 2005 she and her husband relocated to California's Silicon Valley, and Jain enrolled at FIDM (Fashion Institute of Design and Merchandising) in San Francisco to study merchandise marketing. After attending several trade shows in Los Angeles and San Francisco, she determined potential for her designs as well as her huge production facility, Masters Apparel to cater to high end boutiques and retailers. In 2007 Jain began writing her American business plan and launched her new label, theSUTRA - which in Sanskrit translates "to sew." TheSUTRA's mission is to serve as the "thread" that connects buyers to designers to producers and, beginning in 2009, will collaborate with emerging Indian designers to bring that talent to the United States.



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