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'Deidaa' offers a range of garments, bags, shawls and scarves. 'We research continuously and travel extensively to create ranges that blend fashion forecasts with artisan crafts. Accent is on natural fabrics, handcrafting and traditional techniques', says Deidaa designer Samita.

An alumnus of National Institute of Fashion Technology, New Delhi, India, Samita has a Masters degree in Fashion with honours from Auckland University of Technology. For her Master's thesis Samita along with Brenda Railey collaborated with Langafonua a Fafine Tonga, a cooperative of Tongan Tapa artisans. Samita has close ties with the shawl weavers of Kashmir, hand embroiderers of Bengal and block printers of Rajasthan.

In a career spanning over almost two decades, Deidaa designer Samita has worked closely with buying and fashion houses in the United States of America, Europe, Australasia and the Middle East. She has dressed models, beauty queens and film stars. Covered widely by print and visual media, Samita has appeared on the Indian national television network and Television New Zealand. She has written fashion columns in India and New Zealand. A finalist at the Style Pasifika Fashion Awards in Auckland for two successive years, Samita is currently based in Melbourne but divides her time between Asia, New Zealand and Australia.

Deidaa works with tribal communities in Eastern India, one of the poorer regions of the country, to produce 'Deidaa Eco' – a range of scarves and ties made out of tussah silk. Deidaa' contributes to the artisans' material and emotional wellness by creating a demand for artisan crafts.

With clients in Sydney, Melbourne, Dublin, Auckland, Wellington, Christchurch, Waikato, Hawkes Bay and Gisborne, Deidaa sells fashion garments and accessories through select stores all over the world.