

Tender Loving Softness

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God’s True Cashmere

God’s True Cashmere is built on intention, intuition and Italian-made cashmere classics.



SAT HARI KHALSA



God’s True Cashmere began with a dream. And no, it isn’t one that’s a lifelong aspiration or a eureka moment, but rather, a seemingly regular dream that co-founder Sat Hari Khalsa had on a Tuesday night. Deep in slumber, the holistic healer and former jewellery designer saw her friend, Hollywood luminary Brad Pitt, in a green cashmere sweater. “I need more softness in my life,” Khalsa recounted him saying. Two days later, the duo had a catch-up. Like a scene from a movie script, Pitt confessed that he had in fact asked his stylist to source a cosy knit in that exact material and shade. Taking it as a sign from a higher power, she decided to fulfil her friend’s wishes. After scouring artisans across the globe to no avail, the pair launched God’s True Cashmere in 2019. “At first, it had nothing to do with starting a fashion brand,” she reflected. “I just wanted to give my friend something that made him feel loved.” Five years later, a single dream has evolved into a growing line of 100 per cent cashmere shirts, tracksuits and accessories in a range of bright colours and patterns, that are available globally at the likes of Joyce, Selfridges, and Mr. Porter. But

best believe, the characteristically soft and sumptuous touch of the brand’s offering – all handmade in Italy – is just the tip of the iceberg. Sprinkled across God’s True Cashmere’s designs are artisanal snaps set with hand-carved natural gemstones such as diamonds, emeralds and lapis lazuli. However, their primary intention isn’t to raise cost but to care for the well-being of their customers. For the gems, the duo believe in the unique healing properties of each stone. The *Pink Mélange* shirt, for example, features 11 rose quartz snaps for “compassion and loving”, while the *Canyon Sunrise Tartan* variation sports carnelian for “courage and vitality”. And in the case of the cashmere fabrication, their hope is that it resonates like a nurturing embrace. There’s also deeper meaning to the choice of 11 snaps. Circling back to the co-founder’s background in holistic health, this figure is said to symbolise mastery in numerology – a reminder to believe in and be kinder to oneself. “All of our collections are deeply personal and we really do put our hearts into them,” she shared. “It’s not about doing something that has no feeling and soul... I think that’s why

when people touch them, they have an experience. It is authentically us creating from a place of deep love.” One person who has shown support for the brand’s intention-led ethos is famed Japanese designer Yohji Yamamoto. His conceptual Wildside by Yohji Yamamoto sub-line has linked up for a collaboration. Highlighting God’s True Cashmere’s signature soft cashmere as well as black sunstone and rose quartz snaps, the capsule features two unisex Western-styled button-up shirts with patchworks of black, which are Yohji-san’s go-to shade. Reflecting on the brand’s unexpected founding and subsequent growth, Khalsa’s mind, body and spirit is filled with one thing: gratitude. “I can’t believe we’re sitting here,” she shared. “It’s so clear that for anyone with a dream, anything is possible. You just have to follow [the dream]. Put one foot in front of the other and you’ll be shown the way if you stay open to listening and seeing the signs.”

MANIFESTO: You have an untraditional path into fashion. Tell us more about your background.

SAT HARI KHALSA: I started with health, but I grew up in India and I’ve always been attracted to fine quality things whether it be through sparkly jewellery or soft materials like simple cottons and pashminas. When I was young, I love petting a horse or feeling the softness of different leaves and flowers.

M What about your earliest memory with cashmere?

SHK I didn’t grow up with my parents. After 19, I reunited with my father and I remember him wearing a cashmere sweater, hugging him and just thinking it was so soft and amazing. I didn’t have the funds to buy expensive cashmere but I would go to vintage stores and find cashmere sweaters for 20 dollars and really cherish them.

M You previously ran a jewellery brand. What lessons do you apply at God’s True Cashmere?

SHK It started the same way [as God’s True Cashmere]. I made things for myself, people thought they were beautiful and wanted to buy them. So from the start of God’s True Cashmere, I factored in things like budgeting and a business plan. But really, the thing that carried over is my intuition. Even with jewellery, I would dream of pieces that I felt were important to make. If something seems like a good idea, even if it’s not clear how am I going to do it, I’ve learnt to follow the voice inside of me.

M How does intuition play a role in your design process with Brad Pitt?

SHK We do everything together, it’s a very collaborative process. I think we both use our intuitions and play off each other whether it is picking the colour of the season or the gemstones that resonate. We also select the actual yarns to create the material. Nothing is done just to do it. If something doesn’t work, we stop and start again.

It’s a creative vortex of intuition, healing and creating.

M Tell us about the craftsmanship behind the gemstone snaps.

SHK This is actually one of the most difficult parts of making the shirts. Not just getting the gemstones and carving it by hand but also figuring out the metal that encases it... the ledge has to be the perfect size so [the gemstone] doesn’t fall out or break. We redid it so many times. Now, all the gems are hand cut in India and sent to Italy to be encased.

M How is each gemstone chosen?

SHK I pick the gemstones based on a couple things. One, the healing properties. Two, the hardness of the stone. With some stones, it’s hard to make them that small and if you do it wrong, it can break. Although, emerald is actually a very soft stone, I was very determined to use it because it is my favourite. So just figuring out how to make it work was a big challenge.

M Colour choice seems integral to your design process. What does colour mean to you?

SHK For me, colours reflect my mood and is an authentic expression of where I am at right now. For fall 2024, we made this shirt that is orange and yellow like a sunset. I like to wear it even if it is really bright for me because it brings me joy.



M Tell us about your collaboration with Wildside by Yohji Yamamoto.

SHK It was incredibly interesting and our first collaboration with someone like him. It was amazing to see our classic style and materials – that soft amazing touch – mix with his brand which is quite an opposite. I learnt a lot. It opened up my awareness and consciousness to what is possible. Just staying in our classic shirt is not the only way. We can branch out.

M What is your biggest takeaway from working with Yohji-san?

SHK I sat down and had a meeting with him. He is such a humble and beautiful man. He really touched my heart and I think he makes magic – he is magical. As a designer, we all know who he is. But it is him as a person that really touched me. It was like sitting with Yoda. (*Laughs*) I struggled to find words and we didn’t talk about fashion at all. We talked about everything else. I feel really blessed.

M The 11 gemstone snaps represent mastery in numerology. How do you define mastery?

SHK For me, mastery is living my life with purpose. It’s about living with intention and doing the best I can everyday. I believe that mastery is already present in all of us and it’s about finding ways to live more authentically. Everyone is an original. I don’t need to be you. You don’t need to be me. I get to be authentically me everyday and do the best I can to show up for myself and others.

M What do you hope customers feel by using a God’s True Cashmere product?

SHK I hope they feel the intention we put into it: I hope they feel loved, protected, embraced and that they feel the softness. I really hope it is not only a fashion piece but it also calms their nerves. Also, that it reminds them of the mastery already inside them.

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