



by Top 5 Listicle

Diwali or Deepavali is often referred to as the festival of lights. It is one of the most important festivals celebrated across India by Hindus, Sikhs, Jains, and some Buddhists.

Diwali follows the Hindu Lunar calendar, hence the date is not constant. It changes every year depending on the moon's position. It is generally celebrated in November or December.

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Why is Diwali Celebrated?

In India, this festival is celebrated differently across different regions. The northern region celebrates it as the successful return of Lord Ram after defeating Ravana by lighting diyas or lamps made of clay.

The southern region on the other hand celebrates it as the victory of Lord Krishna over the demon Narakasura.

The essence of the festival overall is its symbolic meaning which says spreading light over darkness, good over evil, and of knowledge over ignorance.

Here in Singapore, we have Little India which is lit in all its glory 2 months before Diwali. As the festival nears, the place starts bustling with people flocking to buy clothes, sweets, and more! In this article, we have made things easy for you and listed some recommendations for the best places or websites to shop everything



How is Diwali Celebrated?

Cleansing Ritual for Deepavali

The day starts with a cleaning ritual which also means letting go of all your past worries and stepping into the light. It is also the time for bonding where the whole family gets together and decorates the house with rangolis, lamps, and Diyas.

Buying New Clothes, Accessories and Home Decors

Just a few weeks before Deepavali, people start getting ready for the festival by buying brand new clothes, accessories, home decor, preparing sweetmeats, buying gifts for near and dear ones for Diwali.

Lakshmi Pooja for Deepavali

Goddess Lakshmi, the goddess of wealth, and Lord Ganesha, the god who removes hurdles are worshipped on Diwali during the night. It is believed that there will be no dearth of wealth when they are worshipped on this auspicious day.

Lighting lamps,candles and bursting fire crackers on Deepavali

A variety of lamps and candles are lit during the night of Diwali. Although bursting firecrackers is up to one's wish, lamps are lit without fail.

Social Gathering of Friends and Relatives on Deepavali

On Diwali, friends and families are invited and exchange of sweets and other savories prepared especially on this day are distributed.

Diwali is on the 4th of November this year and you must be wondering where to shop? We have curated some local brands or small businesses in Singapore you might want to check out. These undiscovered gems indeed have a great collection of clothes, accessories, jewelry, diyas, and more.

Without further ado, let us look at the brands.

Deepavali Shopping Guide in Singapore-2021

1. Clothing

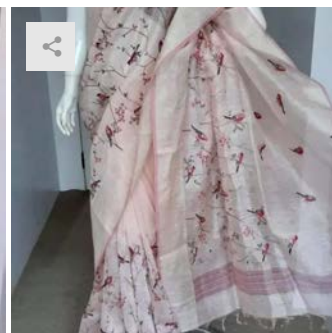
You might want to check out these clothing brands in Singapore that offer a variety of clothes ranging from gorgeous salwar kameez to Kanchipuram sarees.

Studio Kanchana

Studio Kanchana is an ethnic design studio, one of a kind in Singapore since 2016.

They love to drape.

They bring to their discerning clients varied handcrafted and handwoven sarees



How to Buy from Studio Kanchana?

Located at: 28 Jalan Chengkek Singapore 369250

Whatsapp: +65 96245471

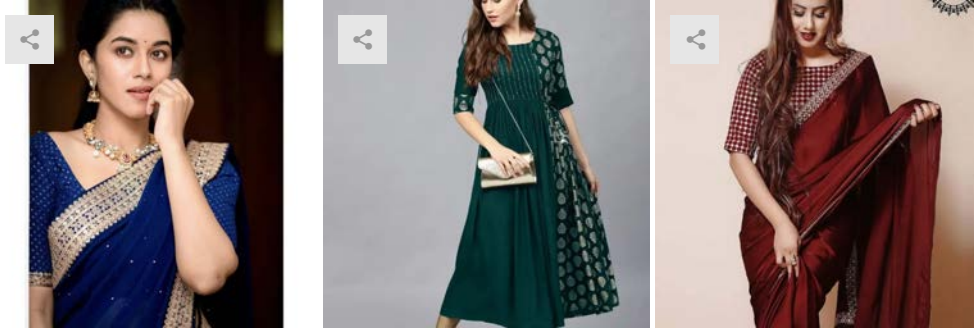
[BUY FROM STUDIO KANCHANA HERE!](#)

Shaadi Readii

Shaadireadi offers you a wide variety of Indian ethnic wear. The sarees collection includes a robust range that includes sarees of various fabrics. Be it cotton, organza, Banaras, semi silks, or even bridal sarees(silk mark certified), you can find them here.



You can check a few of their collection below.



How to Buy from Shaadi Readi

Instagram : shaadireadi

Zara's Boutique

Zara's Boutique is an online women's fashion boutique. They have been running this clothing business for the past 9 years. If you are looking for quality readymade garments, Indian Suits, Kurti Pallazzo sets, Kashmiri Kurtis, Daily-Wear Kurtis, Plazos, Leggings, Party- Wear / Designer Gowns and Pakistani Lawn material, etc., you need to definitely check out them.

Their collection is suitable for festive seasons and memorable occasions at affordable rates.



How to buy from Zara's Boutique?

Facebook: Zara's Boutique

2. Kids Clothing

Hey Bubloo

If you are shopping for ethnic wear for your little one, then you definitely need to



businesses in India.



How to buy from Hey Bubloo

Instagram: [heybubloo](#)

[BUY FROM HEYBUBLOO HERE!](#)

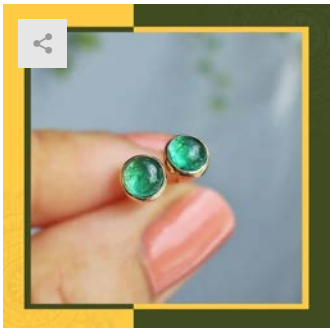
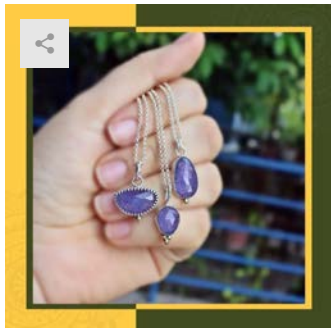
3. Jewellery

Your Diwali shopping looks abrupt if you don't match your outfit with the right accessories. Hence, we at Top5listicle have curated some brands that sell traditional, fusion, and modern pieces of jewelry according to your taste.

Saruchi R Jewellery

Saruchi R Jewellery has been founded by and is the vision of jewelry designer – Saruchi Chauhan. SRJ offers the best quality gemstones and materials in crafting their jewelry line. They mainly work with fine metals & natural gemstones which are all sourced from their select base of globally reputed suppliers.

Ad closed by Google



How to buy from Saruchi R Jewellery?

Instagram: [Saruchi.R.Jewellery](#)

BUY FROM SARUCHI.R.JEWELLERY HERE!

Klaybynivvy

Clay jewelry is an age-old classic in Indian jewelry. Klaybynivvy brings to you polymer clay desi jewelry with a modern touch. The designs are versatile. You can wear them with your casual daily wear, workwear, and traditional clothing as well!



contemporary, then you should definitely check out their collection.



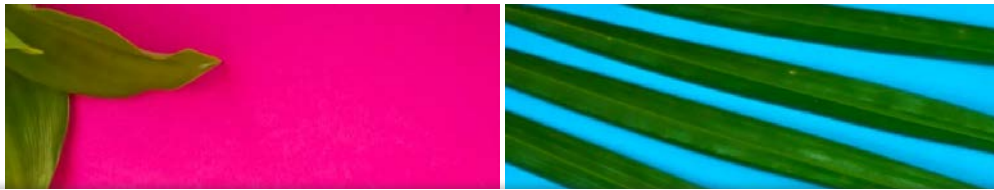
How to buy from Klaybynivvy

Instagram: [Klaybynivvy](#)

Kalahari

Kalahari specializes in unique Indo western accessories. They stock very limited pieces per item so that way their customer's product is truly unique to them and won't be easily available.





How to Buy from Kalahari?

Instagram: Kalahari

4. Home Decor

ByMacsince2021

ByMac is run by Macarena who has always been passionate about tableware. The reason behind her love for tableware is her belief that food tastes better in a pretty setting!

ByMac is born pursuing design and functionality for our tables. Our products are handmade in Spain, with resin-coated stain-resistant cotton fabrics. Bring light and colors to your table this Diwali with byMac Tableware.

What we love about the tableware collection by Mac are her simplistic designs that can brighten up any table.





How to buy from ByMac?

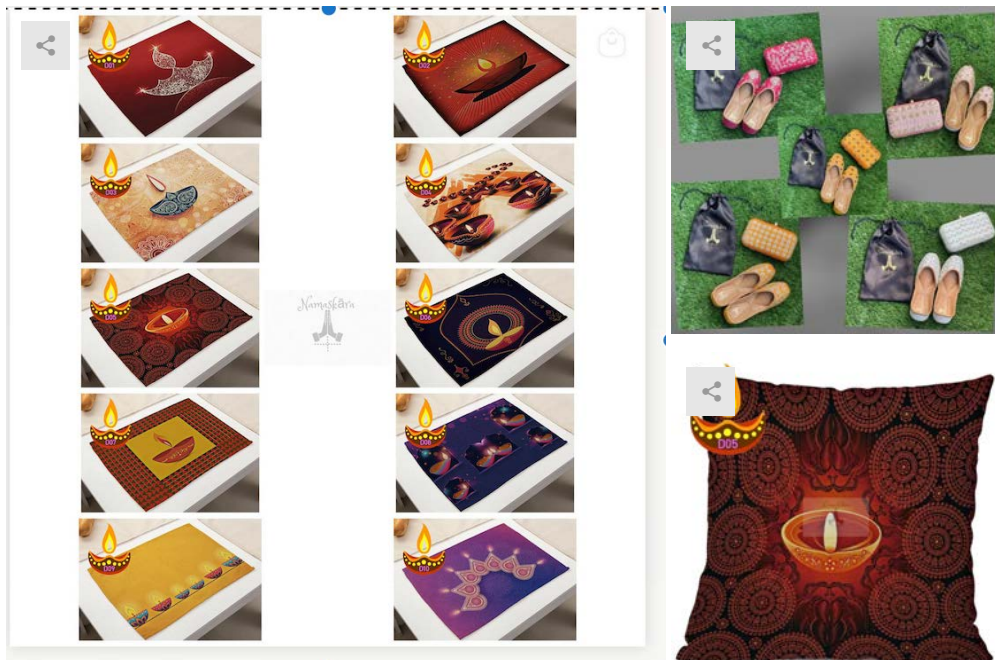
Instagram : [bymacsince2021](https://www.instagram.com/bymacsince2021)

BUY BYMACSINCE2021 TABLEWARE HERE!

Namaskara Singapore

Namaskara Singapore is a fast-fashion online retail destination serving customers worldwide. their main motto is to bring shoppers the trendiest styles, from design to concept, and straight to their customer's doorstep.

Their brand includes a wide range of accessories including home decor items like table mats, ceramic coasters, tissue box covers, led Diya-shaped lights, and pillow cushion covers.



How to Buy from Namaskaram Singapore?

Instagram: [namaskara.singapore](https://www.instagram.com/namaskara.singapore)

Twinkles By Gladys

Twinkles by Gladys presents small-batch, hand-poured candles, made with 100% soy wax and premium oils.

Their oil blends tend towards fresh, fruity, and woody scents, and are gentle and mellow.

Our candles are hand-made by a small team, with the simplest of ingredients. As a brand, they strive to adopt environmentally friendly and sustainable practices as



How to buy from Twinkle by Gladys?

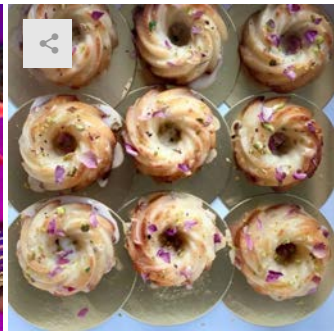
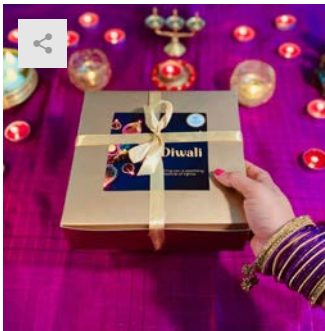
Instagram: [twinklebygladys](#)

5. Sweets

Whisk Affair SG

Diwali is incomplete without family, laughter, and food. And to make the occasion even more delicious, try the festive offerings of The Whisk Affair. They offer a wide variety of Indian sweets ranging from carrot halwa truffles to ras malai cupcakes, this Singapore store is giving Indian sweets a modern twist. What is even more amazing is that they offer healthier, refined, sugar-free, and Keto options too!





BUY SWEETS FROM WHISKAFFAIRSG HERE!

6. Aromatherapy

Make your Diwali smell good with some aromatherapy.

Sniff Scentorium

Sniff Scentorium is a Singaporean, female-run small business that provides unique, handcrafted, and freshly hand-blended Aromatherapy solutions for everyone to benefit from. Their essential oil inhalers, roller bottles, ambiance diffusers, potions, and salves are made with only the purest, top-grade essential oils. Their products make wonderful gifts too!





How to Buy from Sniff Scentorium?

Instagram: [sniffscentorium](#)

6. Skincare

With accessorizing and dressing up comes skin and body care. We have curated organic skincare brands that can help you glow on Diwali.

Glownatureal

GlowNatureal was started to provide the people of Singapore with natural, chemical-free alternatives for their skin and hair care with a touch of Ayurveda. All their products are locally made and handcrafted with a lot of love and care in their beauty kitchen each week. All products are made using only natural ingredients that you can identify with. They also focus on sustainability hence they only use reusable packaging.

Right from ingredients sourcing, blending, preparation, labeling to packaging, everything is personally done.



How to buy from Glownatureal?

Instagram: [glownatureal](#)

So what are you waiting for? Get set shopping!

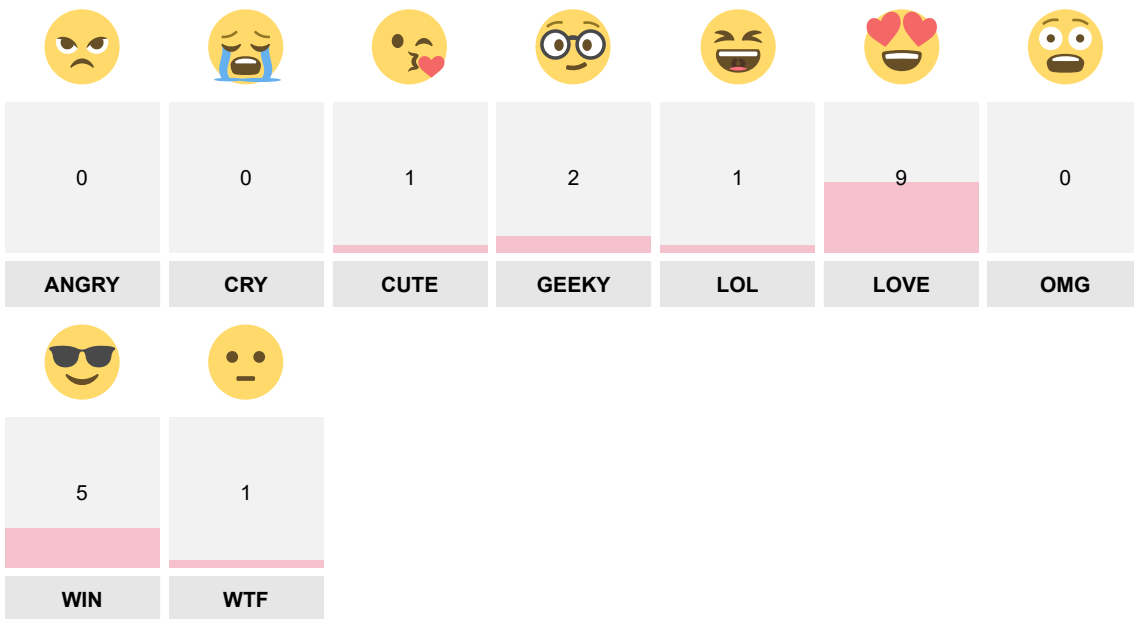
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WHAT'S YOUR REACTION?



Written by [Top 5 Listicle](#)

Shweta Raamanujam is a Singapore-based Blogger. She runs and manages her blogging website Top5listicle.com where she curates content primarily related to health, beauty, and DIY. In particular, she takes a great deal of interest in unearthing ancient health practices and sharing them with the world.

During her stint in the corporate world, she was a Data Analyst and Digital Marketer in different firms. In her free time, she loves to sketch or travel.



10 COMMENTS

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Shivani

a day ago

Very well researched! Diwali is all about shopping, decor and delicacies

Aiswarya

a day ago

Good to read all about diwali and shopping

Rita

about 23 hours ago

Well written and interesting article about Diwali and shopping.

Fida

about 22 hours ago

Shopping is always exciting

Sonal Priya

about 21 hours ago

Such an informative blog! It has given me so many ideas for Diwali shopping indeed! ♥

Yusuf Masood

about 21 hours ago

Very well researched! Diwali is all about shopping, decor and delicacies

Sony Kaur

about 21 hours ago

Wow this is such an interesting blog and so informative about diwali shopping, simply loved it. Thankyou for sharing this.

Zeba

about 21 hours ago

A great n helpful share

Hema Dadhwal

about 14 hours ago

Very interesting and insightful article dear specially very informative for my friends who want to know more in depth about Diwali n how n why we celebrate. Thanks for sharing

JASSI

10/17/2021

Deepavali Shopping Guide Singapore - 2021 |Top 5 Listicle

about 7 hours ago

It's amazing article. All details mentioned related festival of lights. Love this article

