



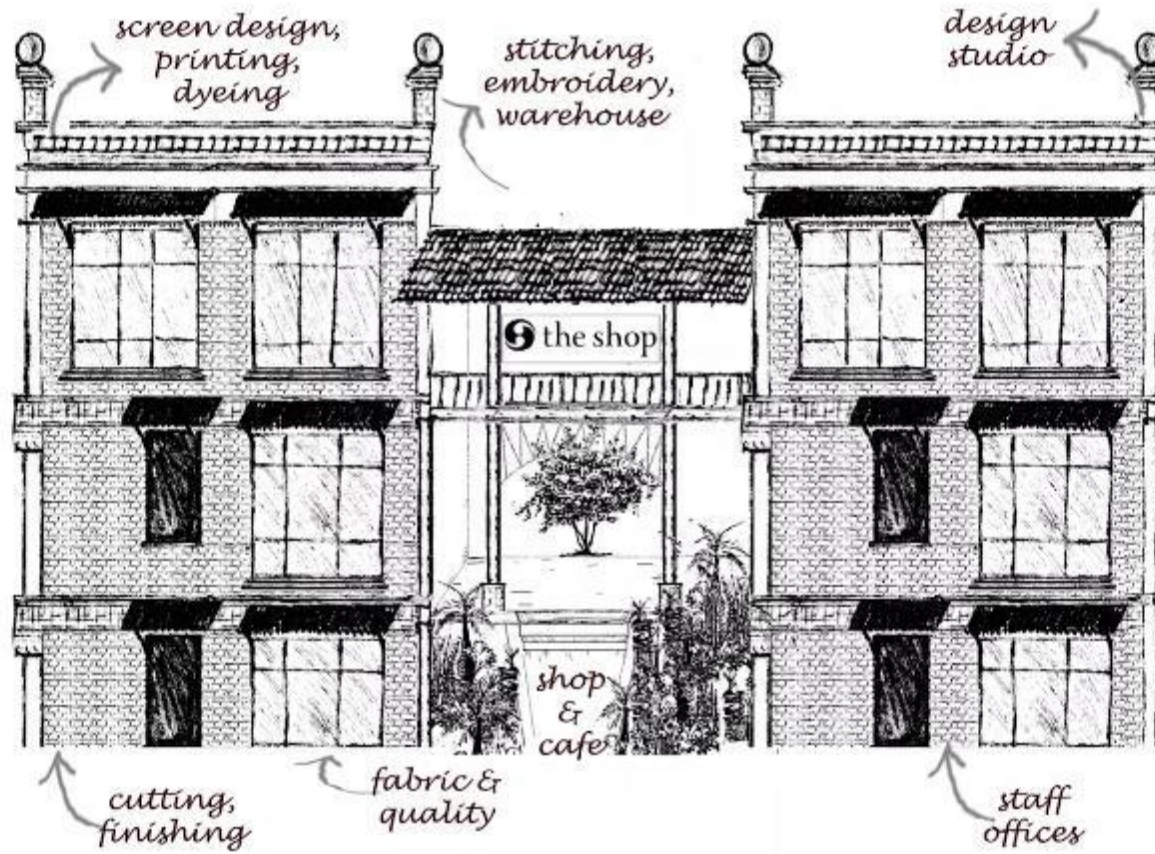
 **the shop**

beautiful living

Company Profile

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The Shop has been designing hand-printed textiles for over 50 years. We offer home, clothing, and accessories for the quality and value-conscious consumer. We are able to offer this unbeatable combination of quality and value because we undertake most steps of the manufacturing process in our environmentally sustainable and socially conscious facility. We have assembled a team of professional managers and skilled artisans and do our dyeing, printing, cutting, stitching, quilting, and hand and machine embroidery all on our premises.

We started operations in 1969 when our founders, Kamal and Pami Singh were setting up their own home and were unable to find great products for their home. The 2nd generation of the family is now running the business and there are many 2nd generation staff and workers in our team as well. We focus on building long-term relationships with our customers and our team many of whom have spent their entire careers with us and whose children are now working with us.

We would like to offer a different vision from many fast fashion VC-funded companies that seem to focus on growth and profits above all else and appear to have little regard for the environment or their social responsibilities.

Biophilic Work Environment

For 50 years, our work culture has been based on traditional, age-old, ecologically friendly methods.

Mud bricks are made from the mud excavated during construction. The walls are white washed with lime and cow dung (gobar).

Atriums in the building create a well lit and airy working space. We have a green garden and lots of plants in our workspace.

Harvesting of rainwater for reuse and recharge of local groundwater and treatment of all effluents resulting from our production processes.



180+

50k+

Women
Empowered

In-house
production

Our Stores

A lot has changed in 50 years. From being a single store in Delhi, The Shop is now in Mumbai, Coonoor, and Noida, as well as in South Delhi's Meharchand Market and Exports across countries.

DELHI



NOIDA



CONNAUGHT PLACE



MUMBAI



COONOOR



GURGAON





Design

We deliver two collections a year - Spring/Summer & Fall/Winter. Pop-up stores in Frankfurt and Paris as a part of trade fairs - Heimtextil, Ambiente, Trade shows, NY NOW, IIGF are also an annual ritual.



Product Range

We have a wide Product Range comprising of Home, Kitchen, Women's Clothing, Men's Clothing, Kid's Wear, Stoles, Toys, Accessories, Bags and You Care Products.



Home



Kids



Dyeing

Our dyeing department has fabric dyeing jigger machines that can handle wide widths and large quantities of fabrics.

Experimentation with dyeing techniques such as ombre, shibori, sponging, and marbling combined with rich color fastening techniques help us produce fabrics vibrant with unique designs and colors.



Screen Printing

Prints are our specialty. We can produce as many as 48 screens per design with complicated patterns and layouts.

All our tables are heated for optimal quality and color fastness. We have our own in-house computer & hand artwork and screen exposing section to minimize turnaround time for samples.

We outsource flat bed screen printing and rotary printing for higher quantities.



Block Printing

Our block printing section allows us to experiment with traditional prints and do smaller print runs.

Surface Embellishment

We employ craftspeople skilled at a wide range of surface embellishment work - Beadwork, zardosi, hand-knotting, stonework, and sequin work. We also keep experimenting with newer techniques.

Hand Embroidery

We produce hand-embroidered products with experienced craftspeople working with Kantha, chicken work, chain, hand quilting, and many other techniques.

Machine Embroidery

We have expert craftsmen who can produce intricate designs with several different stitches, techniques, and materials. We have Chicken & Ari (crewel) embroidery machines and use wool/cotton/silk thread.



Production

Operating out of 2 production units at NOIDA (India). We have streamlined the production process to minimize overheads, maximize output and focus on quality. Our factories are equipped with the latest machinery to suit customer's needs.



Quality Assurance

We inspect all fabric and accessories at the Greige, dyed, and printed stages and have stringent final checking standards to ensure that finished products going to our customers are of the highest standard.

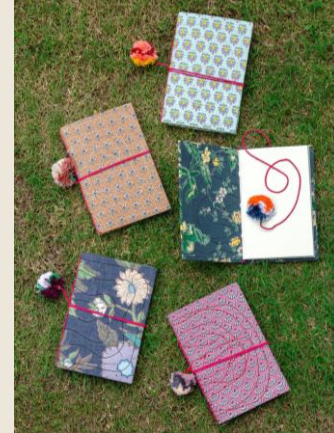
We are OEKO TEX certified and members of SCAN (Supplier Compliance Audit Network).



You Care

Our YOU CARE project is a conscious undertaking and unique range where we transform every bit of our stunning prints into beautiful products, respecting our craft people's efforts and our earth.

We are forced to be creative and innovative while looking for green solutions. We are trying to upcycle all our fabric waste - our small commitment towards a more sustainable future.



Connect With Us



www.theshopindia.com



[theshop1969](https://www.instagram.com/theshop1969)



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