

# the shop

beautiful living

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## you care

*humble to our earth*

In this era of climate crisis, our calling is towards introspection, sustainability, change and adaptation. We have to together engage in our quest for a humble, resilient and cohesive co-existence with a light tread on our Mother Earth.

Our YOU CARE project is a conscious undertaking and a unique range where we transform every last 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 typing to upcycle all our fabric waste - our small commitment towards a more sustainable future.

Our fabric packaging bags have been reflective of this environment friendly culture at The Shop for the last 50 years!



tree of life applique

textured cotton

110x210

110x240

44x84"

44x96"

Each motif has been appliqued and embroidered with many fabric off cuts to create this beautiful panel that can be a centerpiece of your room

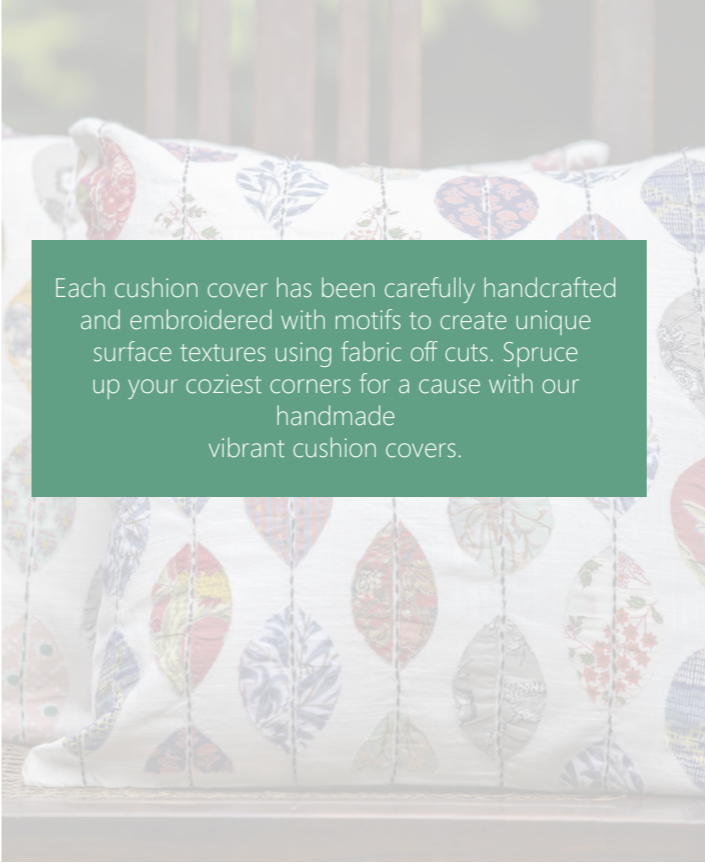
\*\*available in many base colors



circles 40x40 16x16"



bird tree 45x45 18x18"



Each cushion cover has been carefully handcrafted and embroidered with motifs to create unique surface textures using fabric off cuts. Spruce up your coziest corners for a cause with our handmade vibrant cushion covers.



zig zag leaf 40x40 16x16"



lollipop 40x40 16x16"



butterfly 40x40 16x16"



scattered leaves 40x40 16x16"



leaf drop 40x40 16x16"

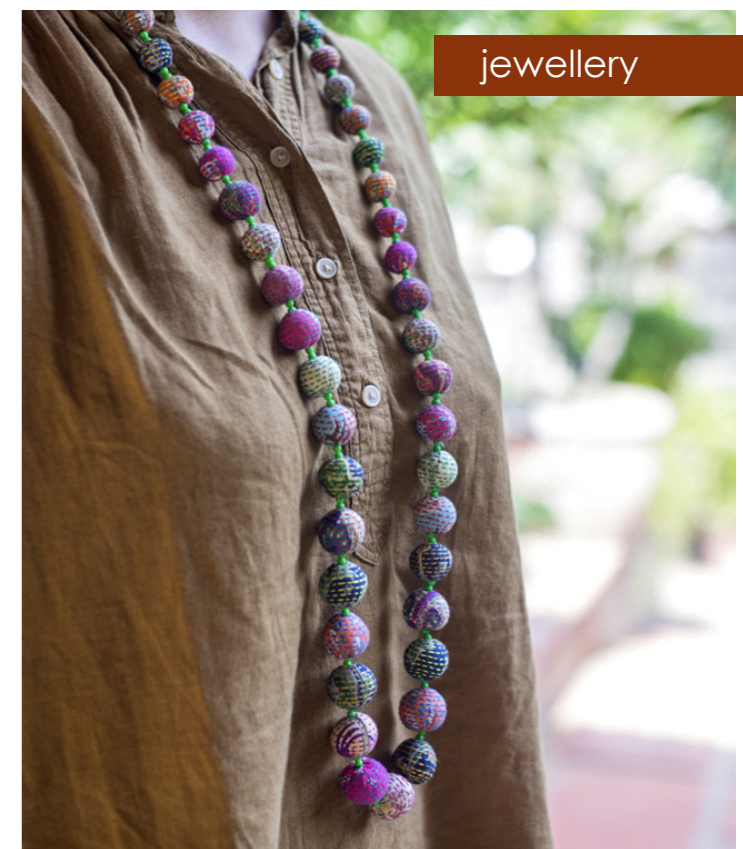


gudri throw  
vintage cotton  
150x225 60x90"

Gudri stitching, also referred to as kantha stitching, The quilts can be made from a variety of materials layered together, ranging from silk fabric, or soft cotton, which is all stitched together with a very intricate handiwork of putting thousands of tiny and very delicate stitches from kantha, to create the ultimate one-of-a-kind masterpiece. These quilts usually support different and intricate pattern work on both sides, and can just be reversed to bring out entirely different patterns and design on the fabric!



layers mala



cherry mala

These one of a kind necklaces handmade have the power to be the onle little thing that can make you feel unique!



beaded mala



gudri kantha mala



parandi - braid insert



3 flower hairband



rusched hairband



flower hairband

Traditionally a girl is supposed to wear flowers on her hair because it brings happiness to the family!



button flower hair clip



rose hair clip



turtle hair clip



butterfly hair clip



bandy notebook

38x25 15x10"  
43x30 17x11"



clipboard



file folder



cocktail napkins

25x25 10x10"

Celebrate each gift and note to your loved ones using these handmade stationery products to make the eco-friendly statement.

The assorted floral touch with these napkins and dish covers add the quirky yet sensitive touch to your party table!



khatta notebook

38x25 15x10"  
43x30 17x11"



square envelope



rectangular envelope



dishcovers



a4 envelope



tissue box large



tissue box small



fabric basket



magnetic box set

Add a touch of floral beauty to keepsake gift boxes, tissue boxes and the lights in your room!



quilted coasters



bamboo lampshades



folded dustbin



soap gift box set



long butterfly hanging



butterfly hanging



heart hanging

Handcrafted using leftover fabric. These beautiful hangings in a melange of colours are perfect to elevate your space!



fish hanging



chilli lemon hanging



dove hanging



tree hanging



star hanging



fabric bunting



lollipop hanging



robin hanging



dog hanging



mouse hanging

elephant hanging



cat hanging





cat



elephant



caterpillar



doll



dog

Our you care toys is sure to make every baby's and toddler's heart warm and you cooing over your little bundle of joy.



hippo



monkey



tiger



teddy



turtle



cotton carrier



cotton carrier



sara

Our YOU CARE ECO SHOPPERS!



cosmetic bags S, L

shop tote



shopping bags

S, M, L, XL

bazaar bag





# terra

We believe in a philosophy of beautiful living.  
Taking a moment to enjoy the beauty of the smallest materials that surround  
your life.

Solidarity, cooperation, curiosity, creativity, diversity, sustainability and humility specially to the planet is  
our expectation from ourselves.

Our TERRA project helps us strive towards a slower fashion eco - system as it existed decades ago. A  
collection that moves towards age old wisdom where the colors of the earth ruled our universe. We  
must slowly re-traverse the path to nature and its healing powers. This collection uses vintage tradition-  
al texhniques and chemical free vegetable dyes.

Sustainable and artisan made with vegetable bio degradable dyes, we celebrate the slight variations  
owing to its essential natural characteristics!



ajrakh

|               |         |        |
|---------------|---------|--------|
| table cloth   | 150x225 | 60x90" |
| napkin set/6  | 43x43   | 17x17" |
| cushion cover | 40x40   | 16x16" |

corsica indigo  
cotton sheeting

Ajrakh is a traditional vegetable dyeing and resist block-printing technique on cloth. Traditional  
'Ajrakh' involves various stages of dyeing and resist printing using natural dyes and mordants. Indigo and madder  
are the primary colours that are used for dyeing. The resist and some colours are printed on the cloth using carved  
wooden blocks. The process of 'Ajrakh' printing is a long process involving many stages of printing and washing the fabric  
over and over again with various natural dyes.

We have created our unique florals with this traditional ajrakh printing giving this modern take on an ajrakh collection a  
never seen before floral twist!



|               |         |        |
|---------------|---------|--------|
| table cloth   | 150x225 | 60x90" |
| napkin set/6  | 43x43   | 17x17" |
| cushion cover | 40x40   | 16x16" |

corsica madder  
cotton sheeting



|               |         |        |
|---------------|---------|--------|
| table cloth   | 150x225 | 60x90" |
| napkin set/6  | 43x43   | 17x17" |
| cushion cover | 40x40   | 16x16" |

corsica aloe  
cotton sheeting



kalamkari red easy fit reversible jacket



kalamkari blue short kaftan



|               |         |        |
|---------------|---------|--------|
| table cloth   | 150x225 | 60x90" |
| napkin set/6  | 43x43   | 17x17" |
| cushion cover | 40x40   | 16x16" |

kalamkari tree of life red  
cotton sheeting

Kalamkari is a hand crafted dyed block painting of a fabric. The unique feature of the kalamkari art is that it makes use only sustainable, environment friendly, natural plant based colours or vegetable dyes



# the shop

## warehouse & showroom

NOIDA  
Shachi Gupta  
B-126, Sector 5,  
Noida 201301  
T +91 98101 06258

### terms of sale

Sizes: All sizes are in centimeters and then inches (width x length x height).  
All clothing available in small, medium, large and x-large sizes. Kimonos are uni size

Price: FOB Delhi. Please request our wholesale price list.

Minimum: 1000 euros opening orders for this catalog

Terms: 50% advance to confirm order.  
Balance payable before shipping.

Care: Cottons - Machine wash in cold water with a mild detergent.  
Gentle cycle in the dryer. Silk & wool - Dry Clean.

to order  
call +91 98101 06258 or email [info@theshopindia.com](mailto:info@theshopindia.com)  
[www.theshopindia.com](http://www.theshopindia.com)

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