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All chic 'n' natural

Fancy dhurries made of banana stem or a runner on your dining table made of broken twigs? IndusTree can give you these and more

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DESI WITH A TWIST Designer stuff that can give your home a distinctly earthy feel

Plastic turns you off and so does conventional boring stuff in dull colours. Perhaps you would then consider adding dashes of purples, bright greens and pinks to the décor in your home and your own accessories — all in natural fibres.

The Design Store of IndusTree Crafts stocks a whole lot of surprising products in unusual materials. I mean imagine a dhurrie made of banana fibre and stem or a runner on your dining table actually made of broken twigs! That's how earthy your home can get.

[Varied crafts](#)

IndusTree Crafts Private Limited was set up in 1997 as a design-led effort to revive and reinterpret the natural fibre craft skills of India. Taking traditional weaving and matting practices, they applied them to more contemporary products and uses, with newer designs and colour schemes. So the stale-looking *chaape* found a dash of red or green and a zari border added on for effect, and the humble straw mat was transformed into chic, designer and ethnic stuff.

It pioneered not only the development, but also marketing of a vast range of products in fibres that are now the rage in premium stores across the world, exporting to over 10 countries already.

Natural fibres that they have experimented with include a variety of grasses, leaves, barks and creepers. Ecofriendly and natural, these products present a viable alternative to the environment conscious buyer and contribute to a sustainable future of the craftspersons too, mainly women working from homes on a small scale.

Take a rain check on their products that can go on your desk, in your bathroom or kitchen and of course, your living rooms: braided laundry bins in pinks and yellows made of sea grass and palm leaves, screw pine zari-trimmed boxes in various shapes and sizes, shopping bags and baskets in colours that will drive away the monsoon greys, table runners and placement mats in bright pinks, purples, yellows and maroons with zari borders and bead embellishments.

Floor mats and beach mats, handbags and shoulder bags embellished with beads, cool sisal crochet bags and more are there to choose from. Innovatively shaped fruit trays, cutlery trays, banana bark and bamboo tablemats, earthy dry-twig runners also make wonderful gifts for someone setting up home.

Magazine racks, cardholders, diaries and planners, file-holders and other desktop and personal accessories also make a good buy. River grass cushion and bolster covers, banana rope folding cushions makes for unconventional and interesting furniture and upholstery in your living room.

IndusTree Crafts has been constantly developing contemporary home and personal accessories in screw pine leaf, bamboo, golden grass, river grass, palm leaf, banana bark and even the troublesome water hyacinth.

Reaching out

Their products are now stocked in stores in the U.S., U.K., France, Germany, Spain, Italy, Finland, Belgium, Portugal, Israel, Hong Kong, Singapore, Japan and Australia too.

In the last three years, the company has been expanding under the brand name The Design Store in Bangalore and Chennai and franchises in other cities.

At their new Design Store at the Garuda Mall, they are launching a new collection of Flower Power bags and ikat cushion covers, all made out of natural material such as river grass and palm leaf.

The Design Store is on the second floor, Garuda Mall, Magrath Road. Call 56641124.

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