

Ms. Amrit Raj, Development Commissioner (Handicrafts) visits Handicrafts Productivity Centre and Wood Test Lab in Jaipur

1st September 2024, Jaipur: Ms. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of



India, visited the EPCH Handicrafts Productivity Centre and Wood Test Lab in Jaipur. She was accompanied by Mr. Naveen Gaur, Deputy Director, EPCH, along with other officials, who provided a detailed overview of the Wood Lab's services and demonstrated the machinery in action.



Mr. Naveen Gaur also introduced the Council's "Design Clinic" initiative, aimed at offering Design and Trend Services. Ms. Raj commended the Council's efforts and suggested expanding the machinery infrastructure to better support a greater number of SME units. ■

Top US Furniture Retailer remains focused on Living Room, challenges consumers on 'Speed Play'

Furniture maker and Top 100 retailer Lovesac held a consumer activation in Times Square recently, inviting passersby to construct different product set-ups for a chance to win a free Sactionals set-up. Called the "Sactionals Speed Play," the event challenged participants to step onto the life-sized chess-style game board for a head-to-head contest using Sactionals pieces to build different sofa configurations as fast as they could. The winner who officially completed each set the fastest received a free Sactionals sofa.



Lovesac founder and CEO Shawn Nelson said the Stamford, Conn.-based company has always been about people and community, and the activation was an obvious extension of each. "It was a powerful reminder of how versatile and creative home furniture can be," Nelson said. "Moments like this show what home comfort can look like when you take it to the next level.. While Lovesac has been concentrating "seats and sides," Nelson said the company views its territory "from the mailbox to the backyard fence," meaning products for other rooms are part of the growth strategy.

"For now, we've been focused on the living room and Sactionals," he said, but the AnyTable, which he referred to as a "straddle product," has the ability to grow into its own platform. Other rooms will come, said Nelson, with prototypes already in the pipeline. The company plans a major launch in fiscal 2026, which begins in January 2025. In the meantime, Lovesac has rolled out new products in the Sactional accessories category with wood-based drink holders, trays and coasters and has continued collaborations. ■ *Source: furnituretoday*

EPCH Delegation calls on Hon'ble Union Minister of Textiles, briefs him on Current Status of the Handicrafts Sector



24th September 2024, New Delhi : A delegation of EPCH COA members, led by Mr. Dileep Baid, Chairman, EPCH, along with Dr. Rakesh Kumar, Chief Mentor in the role of Director General, EPCH and Chairman, IEMIL; Dr. Neeraj Khanna, Vice Chairman, EPCH; Mr. Sagar Mehta, Vice Chairman-II, EPCH; Mr. Ravi K. Passi, COA Member, EPCH; Mr. R.K. Verma, Executive Director, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH, met with the Hon'ble Union Minister of Textiles, Shri Giriraj Singh. During the meeting, the delegation briefed the Minister on the current status of the handicrafts sector in India. ■

The Council takes representation to RBI Meeting on Internationalisation of INR

26th September 2024, Jaipur: EPCH Chairman, Mr. Dileep Baid, along with COA Member, Mr. Girish Agarwal, represented EPCH at the RBI meeting on the Internationalisation of INR held in Jaipur. The meeting convened key representatives from various Trade Councils to discuss strategies for promoting the use of INR in global trade and reducing reliance on foreign currencies. The



discussions highlighted the potential benefits of INR internationalisation, such as improved financial stability, minimized exchange rate risks, and greater global acceptance of the rupee. "Mr. Dileep Baid shared valuable insights on the challenges faced by exporters, stressing the need for policy measures that would facilitate smoother INR transactions in international markets. ■

US Direct-to-consumer Furnishing Retailer expands through design collaboration

Direct-to-consumer furnishings retailer Lulu and Georgia has collaborated with the design duo at DISC Interiors for a new line of bedroom furniture and accessories. DISC Interiors is a Los Angeles-based firm headed by Principals Krista Schrock and David John Dick. "Over the years, we have designed interiors for homes that are both historical and contemporary, and our approach is to find the balance and connection between the two," the duo said. The collection includes three bed designs with upholstered headboards along with light and dark finish ash dressers and nightstands; accent chairs; a chaise; benches; marble and travertine lamps; overhead lighting; resin mirrors; wool rugs; cotton, linen and silk pillows; silks throws; and silk, cotton and linen bedding. Prices range between \$38 for a sham to about \$3,000 for a bed. Custom fabrics for the beds and seating are available, including performance canvas, performance weave, velvet and bouclé in earth tones ranging from ivory and khaki to balsam, blush and cocoa.



Earlier in the year, Lulu and Georgia's spring collection was designed to evoke the "brighter, lighter, airier" look that comes with the changing season. Inspired by the look of natural light, the collection uses white and warm tones in fabrics such as linen, bouclé and velvet, and materials such as natural oak, marble and rattan. ■ *Source: hometextilestoday*