

# "Magic of Gifted Hands" showcased in the French fashion capital

Maison & Objet, Paris, France; 2nd-6th September, 2016



Minister of Textiles, Mrs. Smriti Zubin Irani and a delegation from the Textiles Ministry including Mr. Alok Kumar, DC ( Handicrafts & Handlooms); Mr. Harmannu Nagesh Prabhu, Member Secretary, Central Silk Board; Mr. R Anand, Executive Director, HEPC; and Mr. TS Chadha, Executive Director, ISEPC, are seen at the EPCH thematic booth with Mr. Rakesh Kumar, Executive Director, EPCH

Maison & Objet is a premium show held in Nord Villepinte, Paris and a major event for professionals working in the art of living & lifestyle in all its rich and varied expressions. This edition of the show brought together a 360°



product offering with decorations, design, furniture, accessories, textiles, fragrances, the world of children, tableware, etc. For 20 years, this premium lifestyle show has created its own image of offering quality products to the world market and is opened only for professional companies. Styles here coexist in a multifaceted way, throughout inventive show design that enlivens the spaces. This extraordinary diversity is in line with the varied expectations of global markets. With each session, the great lifestyle platform, at the intersection of business and creativity, is said to reveal solutions to visitors from around the world in search of uniqueness.

EPCH participated in this show with a thematic display of select handicraft products under the banner of "India -



A glimpse of the Theme Pavilion-Magic of Gifted Hands, set up by EPCH at Maison & Objet, Paris

"Magic of Gifted Hands" in a 56 sq. mtrs designated space in the Eclectic Sector of the fair. The vibrant display depicting richness of Indian home & lifestyle products



*Mr. Rakesh Kumar, Executive Director, EPCH, with Mr. Philippe Brocart, MD, SAFI-organizer of Maison & Objet, Paris*

aimed at a brand image projection of Indian handicrafts, comprised premium products in home décor, home textiles, fragrances and tableware sourced from handicraft clusters of Kolkata, Nagpur, Andhra Pradesh, Jodhpur, Moradabad and New Delhi. The objective was to promote India as an important sourcing destination for all kinds of handicrafts, gifts, decoratives, fashion and lifestyle products; to create brand image of Indian handicrafts in the international market and awareness about various sourcing centres in India for procuring different handicrafts items; and to showcase skilled workmanship of Indian handicrafts. This participation was organized with financial support under the scheme of Ministry of Textiles, Govt. of India. Enhancing the presentation, was live crafts demonstration by 3 Master craftspersons-

Mr. Bhasar Bhura Khoyla from Gujarat, specializing in embroidery on textiles & leather; Mrs. Bharti Dayal from New Delhi, adept at Madhubani painting; and Mr. Krishna Chary Dosada from Hyderabad skilled in silver filigree, that enticed many buyers during the fair.

In course of the event, a Textiles Ministry delegation led by Hon'ble Union Minister of Textiles, Mrs. Smriti Zubin Irani and Mr. Alok Kumar, Development Commissioner (Handicrafts & Handlooms); Mr. Harmannu Nagesh

Prabhu, Member Secretary, Central Silk Board, Mr. Rakesh Kumar, Executive Director, EPCH; Mr. R Anand, Executive Director, HEPC; and Mr. T S Chadha, Executive Director, ISEPC, among members, visited the EPCH thematic booth and evinced interest in the crafts displayed. She appreciated the efforts and suggested to further enhance the overall look and presentation in future participations. Mr. Rakesh Kumar, Executive Director, EPCH met Mr. Philippe Brocart, Managing Director, SAFI-organizer of Maison & Objet, Paris and discussed about the Council's participation in the future shows in a larger area with more participants.

The thematic booth was visited by a very receptive audience including buyers, designers, architects and space design consultants. Many trend interpreters were seen taking pictures of the products on display. A lot of serious business enquiries were generated and buyers expressed their interest to source Indian handicrafts as well as visit the forthcoming IHGF Delhi Fair - Autumn, 2016. Some of the major companies expressing their interest include Casaralto Milano, Italy; Geri O'Toole, Ireland; Art Et ESSAI, France; Holland Felt, Holland; Fancy Home Collection, Belgium; Jacober Interiors, Switzerland; Casa Furnishings Ltd., UK; The African Touch, Spain; Maria Watson, Ireland; and Bredemeijer Group, Vienna.

EPCH organized a road show on the sidelines of the fair, where promotional material like bilingual (French and English) brochures/leaflets, promotional bags and CDs were distributed amongst visitors so as to create awareness about Indian handicrafts in general and interest to visit the forthcoming IHGF Delhi Fair - Autumn 2016. ■



*The Theme Pavilion-Magic of Gifted Hands, set up by EPCH at Maison & Objet, Paris and a view of the road show, promoting IHGF*