



pineapple tablecloth

Indigo for modern day living

Ichcha launches a vibrant new table linen collection at NY NOW



napkins

QUEENS, NY - Ichcha (means a wish), a conscious Home & Accessories brand, is launching its first organic table linen collection at the NY NOW Handmade show on Aug 20-23, 2016.

Designed in NYC, the Ichcha sisters are debuting a handmade collection of tablecloth and mix + match napkins. The Indigo Pineapple Tablecloth, hand block printed and naturally dyed, sets the mood for experimenting with modern day table settings. The look is to be completed with a selection of hand printed napkins. The napkins are hand spun and hand woven from cotton sourced from organic farmers. These products are made for the preservation and promotion of slow crafts, without compromising the effect on the environment.

Ichcha has been working with artisanal communities, revitalizing traditional techniques with their modern prints- creating window treatments, quilts, and scarves since 2012. They are now expanding into table linens, bedding, and pillows wanting to bring well designed and conscious alternative purchasing options to the modern consumer.

About ichcha

Ichcha is a 3 sister team that works from their home studio in New York and travels to India 1-2 times a year to work on their designs with the artisan families. They work with craftsmen/women to create block printed products using only natural dyes, an ancient craft technique striving to stay alive in today's fast fashion world. This slow craft alternative proves to be safer for the makers, the environment, and the consumers. Ichcha was created to encourage conscious living; to make oneself and consumers aware of the value and life cycle of the products created and sought.

Visit Ichcha at August 20-23 at NY NOW Handmade Global Design - Booth: 437

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