

Push Traditional Boundaries with Ichcha's Handmade Textiles

Modern uptake on conservative printing practices



Queens, NYC - Designed in NYC and handcrafted in the alleys of India, Ichcha scarves are hand block printed with a carved wooden block on a luxurious blend of cotton and silk fiber. The multiple thumps and washes prepare the fabric to be submerged in an ancient natural dye recipe made of flowers, leaves, and spices. The colors seep beautifully into the fabric to create vibrant prints. Inspired by nature and manmade objects, the new line of sun bathed printed scarves are set to:

- **Break the design mold** - with unique prints on block printed fabrics.
- **Be part of the change** - when one makes an ichcha purchase, they are making an environmental and socially responsible purchase. They are supporting the crafts to prosper, the environment to not be compromised - all this while paying fairly for their product.

About ichcha

Ichcha has been working with artisanal communities since 2012, experimenting and pushing boundaries of traditional techniques to create modern prints for a line of window treatments, bedding, and scarves, with soon to come Table Linens.

Ichcha is a 3 sister team that works from their home design studio in New York City with annual work trips to India for design development with artisan families/communities. They work with craftsmen/women to create block printed products using only natural dyes, an ancient craft technique barely kept 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

Contact: Rachna Kumar - co-founder / designer

NY NOW Handmade Global Design Show - Aug 20-23

Booth: 437

Website: www.ichcha.com

Phone: +1-516-216-9306

Email: Info@ichcha.com

facebook | twitter | instagram | pinterest
[@my.ichcha](https://www.facebook.com/my.ichcha) [@myichcha](https://twitter.com/myichcha) [@myichcha](https://www.instagram.com/myichcha) [@myichcha](https://www.pinterest.com/myichcha)

ichcha
the art of to encourage conscious living