

FAIR GROUND

After building a market for handmade rugs and carpets amongst luxury hotel chains and premium private residences with opulent attractions such as Swarovski crystals, Delhi-based Rashi Bajaj has been experimenting with alternative materials such as scraps of various materials, and also recycled plastic from PET bottles. "We had to make sure it doesn't feel like plastic and was low-energy intensive," says Bajaj. Only a couple of months in and these "plastic" rugs are already a hit in international markets, particularly in Singapore's resorts.

Price: ₹350 per sq ft **WHERE:** CARPET COUTURE, DELHI, WWW.CARPETCOUTURE.COM



WAX WORKS

The dingy cling-film continues to be the near-invisible plastic villain in kitchens. Enter Hoopoe on a Hill, a Kodaikanal-based startup that found oodles of beeswax as a by-product of the organic honey-collecting exercise. Besides making edible crayons made from beeswax, the start-up has also found a way to eliminate the need for single-use cling-film used to preserve food, says co-founder Priyashri Mani. A box of three reusable beeswax wraps, which come in designs as varied as cats, flowers and crabs – almost too attractive to use – is priced at ₹440.

Price: ₹440 **WHERE:** AMAZON, WWW.HOOPOEKODAIKANAL.COM

Green style

'Sustainability' is a cool buzzword and an important design philosophy. **Nikita Puri** searches out products that walk the talk

The only way to ensure that a more eco-friendly and sustainable lifestyle becomes mainstream is to back it up with quality products, believes Anu Tandon Vieira of Mumbai-based start-up, The Retirement Plan. Here's a look at brands that espouse a sustainable lifestyle through products that stem from a strong design philosophy.

ALL THAT FISH

After spending a few years building private jets as an engineer, when Solapur's Mayura Davda-Shah wanted to launch a sustainable fashion brand, she chose to do it with fish leather, usually treated as discard in the industry. The fish for Davda-Shah's brand, MAYU, is reared on farms in Ireland. "Whatever remains after the processing houses are done filleting and packaging the fish is then converted into fish leather which is then tanned using vegetable dyes," she says. She is also experimenting with a "vegan line" using material like pineapple fibre, mushroom and coconut husks. MAYU's card cases cost ₹7,000 while the wallet and chain bags go for ₹35,000. Visit www.worldofmayu.com

Price: 7,000-35,000

WHERE: WWW.WORLDOFMAYU.COM



TREADING CAREFULLY

For colourful and customised interiors, The Retirement Plan has been working with industrial cast-offs such as tyres and plastic wrappers. These are then built into frames crafted out of cane and bamboo by artisans. "People are willing to pay for craftsmanship and design, and not just the USP of a product made from waste," says the company's Mumbai-based founder Anu Tandon Vieira. While prices start at ₹3,500, the teepee swing is priced at ₹40,000

Price: ₹3,500-40,000 **WHERE:** FACEBOOK @ [THERETIREMENTPLAN](https://www.facebook.com/theretirementplan)



FASHION HIGH

In 2016, archaeologists confirmed that the Ellora Caves had withstood the test of time 1,500 years (and counting) thanks to the hemp mixed into the clay and lime plaster. But durability isn't the only reason to go shopping for hemp apparel from B-Label, Bombay Hemp Company's sustainable clothing line. Hemp, which is fibre extracted from the cannabis plant, is stronger and more breathable than cotton; it also requires 400 times less water than cotton to make. Hemp fabric is also known to get softer with every wash.

Price: ₹890-3,490 **WHERE:** PEOPLE TREE STORES, DELHI AND GOA, WWW.BLABEL.IN