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ARANYANI - LUXURY HANDBAG COLLECTION



Photo courtesy of Utsav Sengupta

Mini Crossbody in Green Bottle

WWW.ARANYANI.COM



Photo: Vikram Khurdi



HARESH MIRPURI

Haresh Mirpuri is the Founder and creative director of Aranyani, a luxury handbag collection from India. Here he talks about being an entrepreneur, his brand, including a new launch in the U.S., and how the thriving company looks out for each other during a pandemic.



Q: As Founder and Creative Director of Aranyani, tell us the origins of the brand.

The Aranyani brand is inspired by our desire to build a business that brings together the Vedic values, the heritage of India, and the artistry of India's craftsmen. We were inspired to build a responsible business that cares for the environment and all of the business's stakeholders while using all of nature's resources responsibly. We chose the name Aranyani, which in Sanskrit means Queen of the Forest because it embodies our vision of the brand; natural, strong, and exquisite.

Photo: Lobo Spreitzerbarth | Model: Archana Abji Kumar





Q: After 20-years of mastering textiles, you felt the need to revitalize and redefine India's luxury industry. Explain why?

I believe that luxury businesses have to take the lead in building responsible companies. The luxury segment is followed by hundreds of millions of people and is closely watched. Hence, this segment can actually communicate most effectively to the rest of

the world. India has been considered the "land of luxury" for thousands of years. Luxury products created jobs and helped build rural and urban economies throughout India's history. I am keen to communicate this aspect of India, which is one of our culture's foundations and one of the reasons our civilization survived 32,000 years. I believe that India will remain an important leader in the luxury segment and will be embraced globally.

Q: Your latest collection launched in the U.S. Who is your customer base, and what is the feedback?

We find it interesting that we have two customer bases: Those between 18 and 34 who love the Mini Crossbody and the Baguettes. The second group includes those between 35 and 55 who love the more classic silhouettes like the Top Handle and the Tote. They love our bags because we combine two very distinct aspects of our designs; artisanal craftsmanship and contemporary silhouettes. There is no one else doing anything like this in the marketplace currently.

Q: What do you like most about being an entrepreneur and a leader in the luxury textile and manufacturing industry?

Design is a language that delivers emotion and a message. I am grateful to be in the luxury textile and manufacturing industry as I can communicate myself effectively through design to the global audience.

Q: Have you had to shift the operations of your business due to COVID?

We remain steady and care for each other. We look out for each other. That is our culture. We have kept everyone on our team working and employed during this. No one has been furloughed or lost their position. Instead, we have done many things to help them cope with the pandemic. Among them, we did not cut anyone's pay and have provided all our team members medical insurance

that covers their spouses, parents, and children. We also offer our team rent-free accommodations. We recently started the Aranyani Education and Vacation Trust to provide education to all team members' children. In addition, we planted a beautiful garden with a wide variety of vegetables. We taught our team how to grow their own chemical-free vegetables, which they use daily. Aranyani also joined together to help feed hundreds of needy people during the lockdown.

Q: What are your most popular handbags, and what new

looks can customers look forward to in your Spring/Summer 2021 collection?

The Top Handle, and the Mini Crossbody is the general favorites. In Spring/Summer 2021, we will be using new approaches to art, such as the use of pure gold gilding techniques that have been the specialty of India for a long time. We are also planning some exciting collaborations with global artists in the upcoming collection.

Q: How do you spend downtime away from the business?

I have a penchant for Indian Clas-

sical music and World music. I practice yoga and meditation for my well-being. I enjoy cooking with my family during the weekends and love traveling to understand and appreciate other cultures.

Q: What's next for Aranyani?

Aranyani is in its infancy. We have many great ideas and a creative and dynamic team that can convert those ideas into reality. Our world of Aranyani will always do things to put a smile on everyone's face.

Visit: www.aranyani.com



Photo: Udo Spreitzerbarth | Model: Archana Akil Kumar