

RESIDENT

Aranyani India's Most Beloved and Bejeweled Bags

By Resident Magazine

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As days of autumn melancholy slowly pass by and the vivid fall foliage gradually sinks into the abyss of forthcoming winter, we might feel like losing the privilege to live brightly. But what if there is an upscale way to bring accent colors into the plain design of everyday routine? There is a way, and it's called Aranyani – an authentic luxury handbag brand.

Located in Bangalore, India, Aranyani's state-of-the-art atelier is heavily inspired by Indian Kirana, a small, family-run shop that served the local community, and top European ateliers. Led by the Founder and Creative Director Haresh Mirpuri, the brand has produced high-quality goods since 2016. To reach international standards of craftsmanship, each member of the talented team of artisans has to participate in a 3-year training program alongside the best leather craftspeople, including Raphael Lombardo, who has worked with Cartier, Armani, and LVMH Group, before taking on needle and thread. Their rich experience and passion results in beautiful pieces of Indian luxury.

Guided by the three principles of SAI – service, awareness, and inclusivity – that can be found in the ancient Indian texts, The Vedas, the brand embraces centuries-old traditions in handbag craftsmanship. Thus, Aranyani focuses on environmentalism and sustainability, reducing its energy consumption and carbon footprint. Besides, the brand proves over and over commitment and loyalty to its workforce, stakeholders, and customers alike. A great example of such dedication is the fact that the company trains, educates, and houses all staff members and their families. In other words, Aranyani provides equal opportunities for everyone involved with the brand and provides them with an inclusive and enriching environment that accounts for exquisitely crafted handbags.

The newest collection – Aravalli story – debuted over the summer. This chic collection showcases the country's long tradition of luxury, translating it into their modern aesthetic. The name of the collection comes from the Aravalli mountain range, the oldest in India, and is dedicated to highlighting the brand's rebirth into the top contender on the US market. Talking about the collection, Mirpuri says, "the natural beauty of India has inspired generations of artists, designers, and craftsmen since before the Silk Road. Through Aranyani, we want to showcase the beauty of India and the artistry of the people to the world." The collection consists of two lines, the Kesuda, named after the exotic flower, and the Stone Drops, named after the semi-precious stones that project the enchanting beauty of Indian land and rich cultural traditions. Both of the lines fuse colors and patterns, creating a sense of uniqueness in each and every one of its featured handbags.

Aranyani is on a mission to add bejeweled beauty to your bag collection.

[Aranyani.com](https://www.aranyani.com)