

## Aranyani's Holiday Season Giving Back Initiatives

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**Aranyani**, the luxury Indian handbag brand, continues to focus on giving back this holiday season. As the first sustainable luxury brand, Aranyani's philosophy is based on the three principles of SAI - service, awareness, and inclusivity. Haresh Mirpuri, Aranyani's Founder and Creative Director, started the company with a guiding principle; a company is only as valuable as the

positive impact it has on the world.

"Working in manufacturing for over 25 years I witnessed the excess that occurs in production. My inspiration for starting Aranyani was to end this cycle while creating a beautiful, timeless product. Aranyani is not simply a business endeavor but an opportunity to give back and change manufacturing for the better," says Haresh.

Aranyani's mission of supporting and sustaining the communities it touches has grown since the company started three years ago. The company has always focused on nurturing and supporting the Aranyani craftspeople. From providing rent free accommodations for the artisans and their families, to planting an orchard and gardens which allow them to grow organic food, Aranyani ensures their team is supported and sustained. This support extends to their children who received educational grants from The Aranyani Educational and Vocational Trust. The trust, formed earlier this year, began by sponsoring the education of three children this year. They plan on funding the educations of 15 more students in 2021. 1% of the proceeds from all Aranyani sales is contributed to the trust.

As this spectacularly difficult year comes to a close, Aranyani has been able to adhere to the SAI principles that are at its core. The company has maintained its entire staff throughout the pandemic. During the lockdown, with the atelier closed, all staff continued to receive their pay as well as training and developmental skills in computer technology and English. Each team member also received medical insurance for their families and extended family.

"The world has changed this year. Now more than ever we need to support each other and honor our planet. At Aranyani, we will continue to focus not only on making exquisite handbags, but on the values that make this possible; service, awareness and inclusivity."