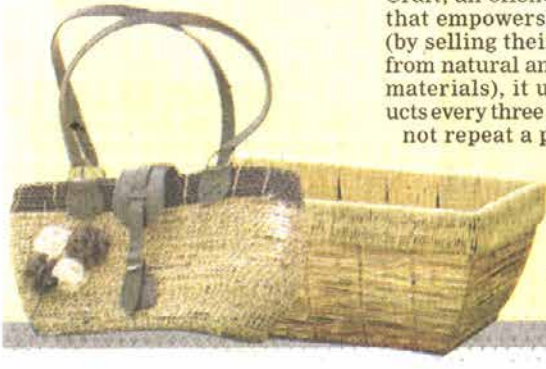
update

By the hand

Eco-friendly baskets, quirky home decor and other new collections on the Isha Shoppe website



IT WAS started in 2008 as a platform to promote Isha Yoga's products (like the organic, ready-to-wear *dhotis* or Pancha Kachcham), but over time, the website has evolved and now sells handcrafted artwork, home decor, and nutritious snacks and instant mixes too. Managed by Isha Craft, an offshoot of Isha Yoga that empowers rural residents (by selling their products made from natural and biodegradable materials), it updates its products every three months, and does not repeat a product that has already been on for sale once.

"Apart from in-house products like jute bags and metal accessories, we also sell body care products sourced from a cottage industry in the Himalayas. There's also handcrafted furniture from Rajasthan and natural incense sticks by Subhiksha Ayurvedics," says Usha Rao, head of Isha Craft. New on the e-store are seven collections namely Basant, Indigo, Festive, Vintage, Shiva, Gift Packs and Fresh Ideas. The Basant or spring collection, has *potli* bags, round beaded coasters, *kalamkari dhotis* and papier-mache dolls, in vibrant shades of blue, yellow, red. Shades of blue dominate the Indigo collection that has jute bags, cushion covers and summer jackets, while the Festive collection has home accessories like bed sheets, jute rugs and more. As for the Vintage collection, it has antique oil paintings and brass *urulis*. But our favourite on the site is the Shiva collection with printed fabric bags, and other home decor items like the mini umbrella and photo frame of Shiva and Parvati.

Priced from ₹180 onwards. Details: ishashoppe.com

— KP