

DESIGN DESTINATION: GLASGOW

SPECIALIST: OLHA-O

DESIGN QUEST: SQUARE BARREL

HOME REVIEW

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A NARRATION OF THE HOLOCAUST
DANIEL LIBESKIND

FEELING OF NOW
ATELIER DESIGN N DOMAIN

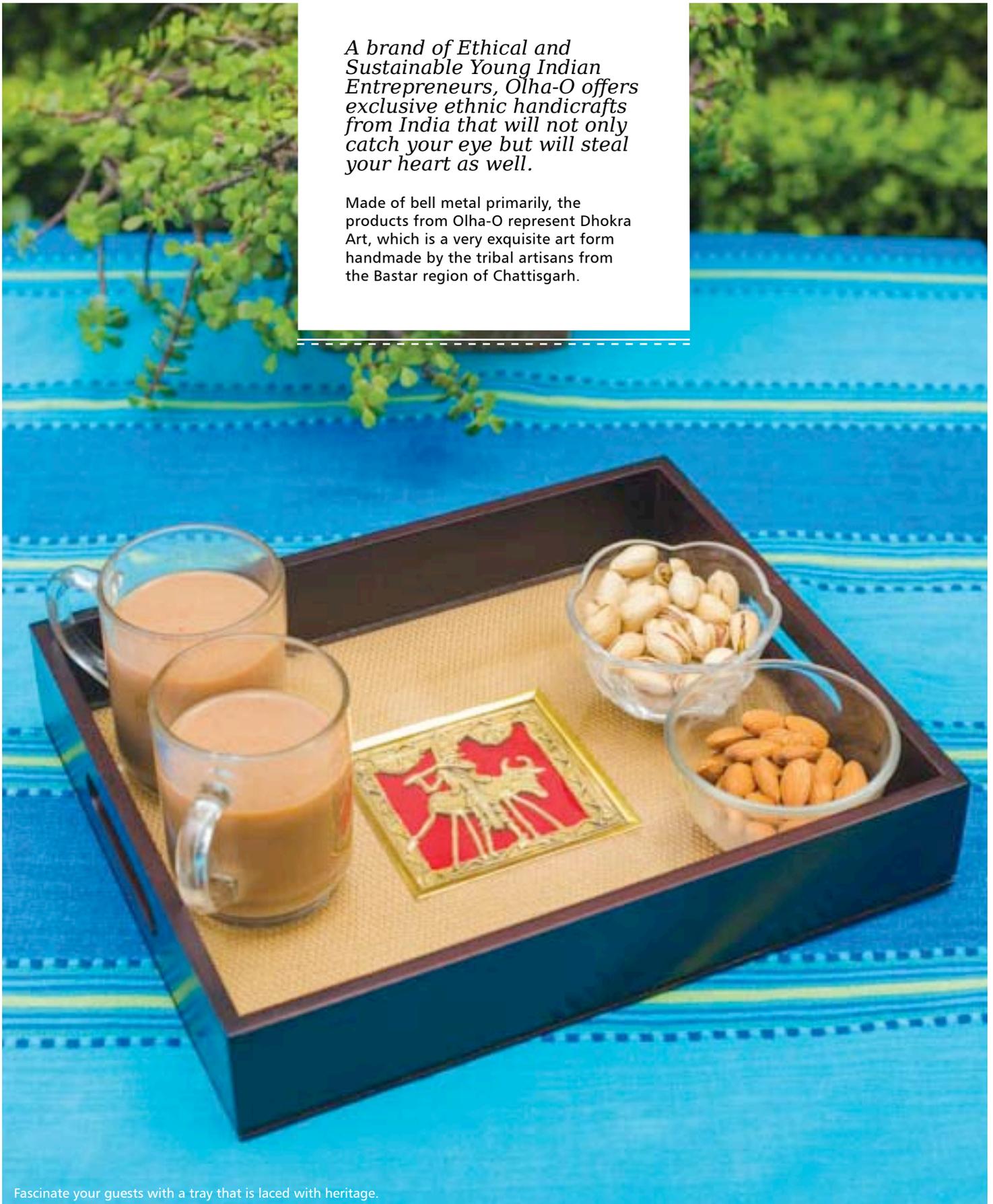
INTERNATIONAL DESIGN AWARDS
A SPOTLIGHT ON DESIGN LABELS
THAT VALIDATE PRODUCT QUALITY

EMPHATICALLY AESTHETIC

A BUNGALOW IN PUNE GLISTENS
WITH RAJIV SAINI'S SIGNATURE STYLE

A brand of Ethical and Sustainable Young Indian Entrepreneurs, Olha-O offers exclusive ethnic handicrafts from India that will not only catch your eye but will steal your heart as well.

Made of bell metal primarily, the products from Olha-O represent Dhokra Art, which is a very exquisite art form handmade by the tribal artisans from the Bastar region of Chattisgarh.

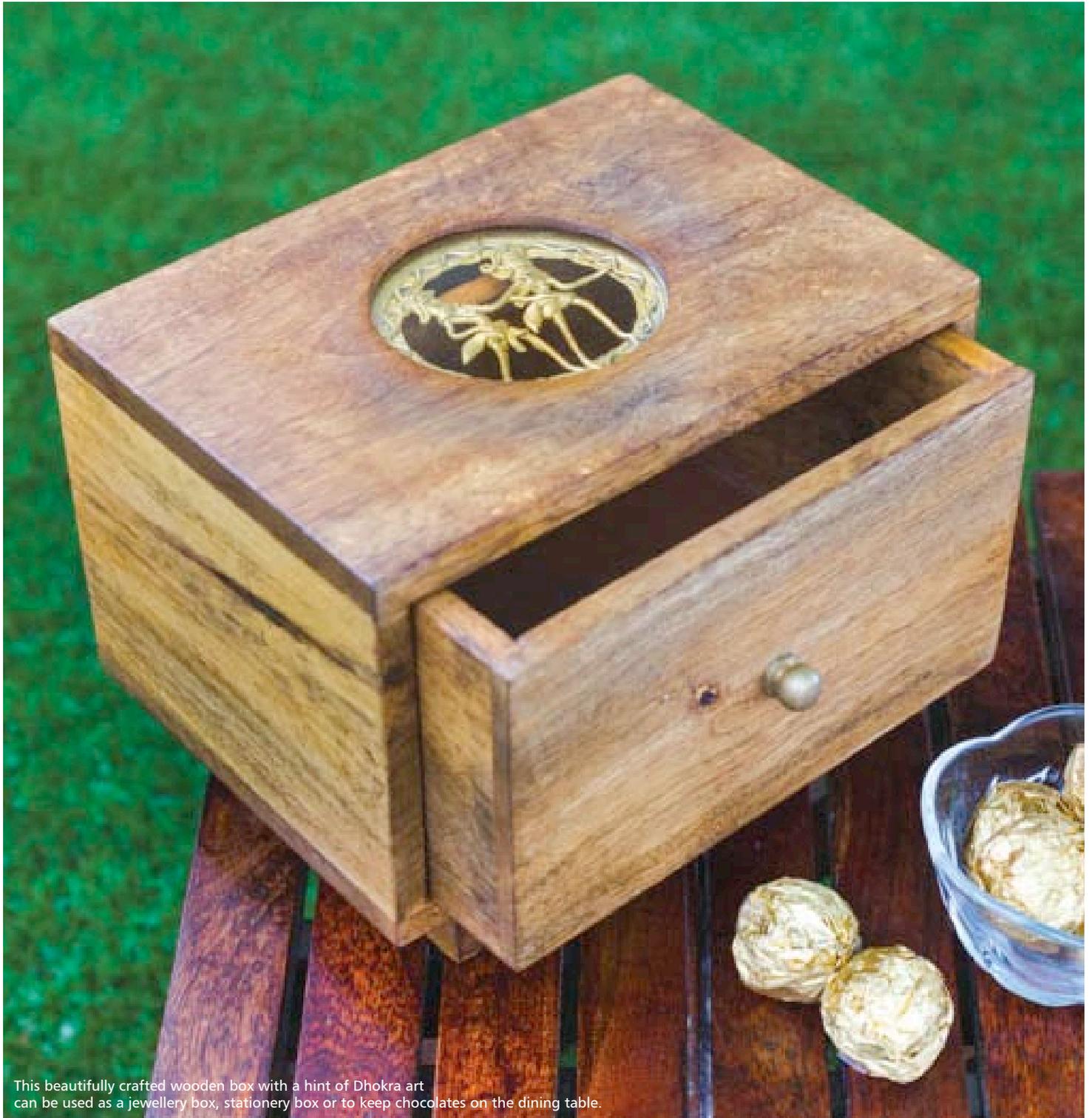


Fascinate your guests with a tray that is laced with heritage.



HANDCRAFTING EMOTIONS

TEXT BY ANINDITA GANGULY



This beautifully crafted wooden box with a hint of Dhokra art can be used as a jewellery box, stationery box or to keep chocolates on the dining table.

The evidence of the Dhokra craft has been discovered in the relics of Mohanjodaro and Harappa civilizations, which proves the historical and traditional importance of the industry.

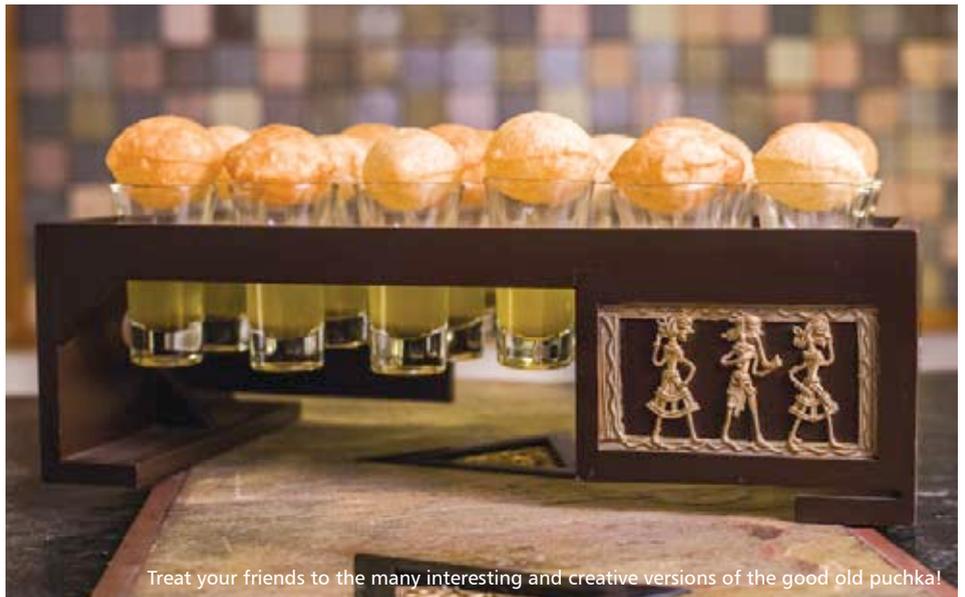
Founded by Ishita Choudhary and Manju Choudhary, Olha-O has a range of products beginning with home décor, table decor, kitchen décor and dining utility, lamps and lighting as well as furniture and gifting accessories.

The manufacturing unit and studio of the brand are in Jaipur and the products are shipped across the globe. **Olha-O scouts the length and breadth of the country looking for these gems, holding on to the belief that these exquisite handicrafts deserve a larger canvas.**

By promoting these art forms, the brand has embarked upon the journey of offering the world unique handcrafted products that provide better economic opportunities to the master craftsmen behind them. The products are designed and manufactured in-house.

In the words of Ishita Choudhary, Owner, Olha-O, "We intend to design and create products that not only add beauty to ones home but also are functional and of utility too. These heritage craft products can be your everyday motivation and inspiration". **Olha implies 'to look' in Portuguese language. The aim therefore is to make products that create a desire within people to own them.**

Other than its own offline store and web portal, Olha-O also sells its products through different other portals like Design Owl.



Treat your friends to the many interesting and creative versions of the good old puchka!



A stylish and elegant utility for your bathroom.



The Dhokra Art Mirror can add oodles of style to your interiors.



When memories deserve a special place.

According to Co-Owner Manju Choudhary, "We see Olha-O in every house. Our mission is to make exclusive designs using Dhokra Art so each family has desire to bring them home. **With Make in India in full swing, we expect our fellow citizens to understand the importance and beauty of the traditional handcrafted industry, more deeply and support us in promoting the same**".

Talking about competition, Ishita says, "Competition is what makes us stronger and drives innovation in our products. The market that we cater to is a niche market and we always focus on bringing new designs, value additions and products using different materials. Each customer is important to us. **Whether it is a retail or wholesale buyer, our focus is always on first educating the customer about the art form and its importance in the industry.** Our customers don't just buy the product, but also bring home the emotions and story associated with them".

Olha-O | Ethnic Gifting & Décor



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