



# PYAR MEANS LOVE

Written by Jamie Rogers · Photography by Mark Bealer

In August 2011, Paula Queen launched Pyar and Co., a business inspired by a visit to India, her husband's native country. Queen developed a love and strong appreciation for the Indian culture and wanted to bring a part of the beauty back to the American market. She sought to utilize exquisite Indian Sarees as inspiration to create high quality, intricate and handmade textiles. Every pillow Queen designs is unique and truly one of a kind. She chooses from a selection of over 1,400 different kinds of silk, and a selection of beads which are purchased in the Indian markets. All beadwork is handcrafted in Calcutta, and the pillows are crafted at a fabric mill where all labor is fair trade and union labor. Each thread is dyed specifically for every pillow. Once a design is received, it takes 4-6 weeks to complete with the exception of the palladium pillow which takes 8 to 10 weeks.

Queen works with interior designers, who are given the exclusive service offer of creating their own custom design. The designers are able to then copy write their original design. Queen's pillows can be found in several boutiques in Chicago, but will soon appear in the Cincinnati market.

As an entrepreneur at heart, Queen desired to build a business where she could provide the consumer with a product both special and unique. Her pillows are not simply accessories, but instead are works of art which tell a story and lend themselves as conversational pieces in a person's home.

The word Pyar means love, and Queen chose the name because she built her company out of the love for her husband and her new family, and her passion emulates through her work to be shared with others. Queen says, "I love to see the delighted and stunned expressions when someone sees how special these pillows truly are, they are pure love, and pure luxury." ❖



All work for Pyar & Co. is ethically sourced and fairly traded. Contact Pyar & Co. at [info@pyarandco.com](mailto:info@pyarandco.com) or visit their website at [www.pyarandco.com](http://www.pyarandco.com).