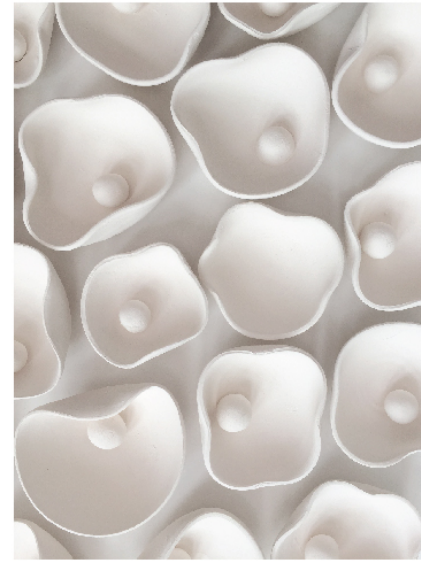


Husband-wife duo sets up porcelain online boutique



Roshni Merchant and Pritpal Singh

Bengaluru-based artist couple Roshni Merchant and Pritpal Singh have come up with 'Midori Collective', an online boutique that sells handcrafted porcelain items. After having completed their Fine Arts degree at Chitrakala Parishath and having worked at a couple of design studios, designer/illustrator Roshni Merchant and sculptor/illustrator Pritpal Singh

decided to combine their areas of expertise and come up with their own design firm, which is located in Weavers Colony in Bannerghatta Road. Roshni says they chose porcelain for their business as they feel it can be used as well as a white canvas. She adds that this particular form of porcelain art has not been explored much in India; the couple spent around

two and a half years to learn and master this art. Their items, with a price range between Rs 900 and Rs 5000, also incorporate Swarovski crystals and 24-carat gold. Midori Collective's products can be bought on midoricollective.com and the founders' work can be viewed on their Instagram pages.