

Hello to all our JOYN friends and family, from our studio here in Dehradun, India.

We've been busy printing, planning, and crafting our brand new AW25 collection. These hand pieces carry not just fresh prints and designs, but also the hands, stories, growth, and everyday lives of our community.

We know this season hasn't been easy, but we're still here, holding on together, trusting our team, our artisans, and this shared journey with you.

Your support is what keeps our boat sailing. Thank you for believing in us and for standing with our community.



From Our Studio to You. Crafting AW25 Together

Behind the Scenes
A season of meaningful craft and community







These are not just handbags, each one carries a story. Handcrafted from start to finish, each step provides dignified work, builds skills, and sustains community and everyday living. Every process, from printing to cutting to crafting, holds meaning.

Meet The Maker



Rajesh still remembers the first day he tried block printing. Yards of fabric lay before him, and he never imagined that such beauty could be created with wooden blocks, entirely by hand. Today, he creates the prints that define JOYN's signature style, each stamp perfectly placed, each design a testament to his mastery of the craft.

Before JOYN, Rajesh worked in Delhi's demanding environment, supporting his family of five from the age of 18, as the eldest of three siblings. He says every day felt like a race against time. When a friend introduced him to JOYN in 2020, he saw more than a job, he saw an opportunity to return to Dehradun and build expertise in meaningful work.

Rajesh has become indispensable to the team. Beyond his mastery of hand block printing, he seamlessly handles leather cutting, production, quality control, and packing. When challenges arise, colleagues turn to Rajesh for his problem-solving skills and steady leadership. His versatility makes the entire operation stronger.

Now married and still proudly supporting five family members, Rajesh is building toward his dream of starting his own business. For Rajesh, every print is more than a design, it's a mark of resilience, community, and pride, a testament to how far he has come and the brighter future he is building, one handcrafted piece at a time.

Employee Of The Month



Meet Anwar, our master sample maker, head of the production floor, and Employee of the Month for August! From training the team in leather craft to keeping every day fun, his skill, flexibility, and spirit make JOYN a better place.

As we close this month and look ahead to the new one, our motivation for sending these updates is to stay connected with you throughout the year. We hope you enjoy these updates from our community, giving you a glimpse into our team, our artisans, and their journeys.

Thank you for being part of our journey. Every step we take, every piece we create, is made possible by our community, our team, our partners, and you. Until next time, from all of us at JOYN, stay inspired and keep creating.

With love,
Shelma

A handwritten signature in black ink that reads 'Shelma'.

The JOYN Team

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