

## Spot Light

# Pinklay: Adding Colour To Life

A home décor and furnishing brand, Pinklay, magically manifests creativity with colours, patterns and prints. BY ANINDITA GANGULY

A furnishing brand that creates exclusive designs inspired by natural elements, fusing traditional and contemporary work to craft stunning pieces. Pinklay currently offers an entire range of home décor with over 400 unique products spread across categories such as quilts, doharas, cushions, bedsheets, bedcovers, rugs, bath linen, table linen, infant and kids bedding, plush toys, and centre-pieces to name a few.

Daisy Tanwani, the founder and driving force behind Pinklay, calls it, "a welcome pause, away from the humdrum". Pinklay has a small team of designers. However, Daisy still closely guards the design process - right from idea inception to product sampling on the factory floor, she ensures that every Pinklay product stands by the brand ethos and philosophy. As someone who doesn't have a formal design degree, she affirms feeling less restricted and more willing to push the design boundaries, bringing forth an array of refreshing designs and perspectives.



Pinklay is one-word for 'Pink Clay'. The name of the brand 'Pinklay' materialized with 'Pink' from its powerful visual appeal and 'clay' owing to its extraordinary ability to mould into anything effortlessly. It's a creative hands' delight. Pinklay's designs are crafted to convey stories - often inspired from natural elements and diverse crafts and cultures from around the world. The idea behind Pinklay was simple - "to create a more accessible, aspirational, lifestyle brand to cater to the house-proud in all of us". Colour is at the heart of their art.



The brand has frequently collaborated with interior designers and other brands to design spaces and events. Most recently, they partnered with a new restaurant in Kenya to visualize and design their table décor. They have also designed visual merchandising for a multinational company for display in their stores and kiosks across the country. Pinklay is extremely popular in the gifting and wedding circuit, providing décor solutions to corporates and wedding planners. They never compromise on quality - all their products are produced using the best quality materials available and are rigorously tested to ensure they meet and exceed the customers' standards.



Daisy Tanwani - Pinklay, Founder



At Pinklay, they emphasize on retaining authentic art and design sensibilities of various regions and are dedicated to upskilling and employing underprivileged women in India. Their designs, inspired from crafts and cultures from around the globe, and their bold use of colour, that is tasteful and authentic, is what sets them apart from other brands. In the coming years the brand sees itself growing

in double digits has been growing in double digits and significantly increasing its presence through store affiliations and exclusive Pinklay retail stores across the country. They are also looking at expanding their portfolio by foraying into kids, bedding and décor segment.

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