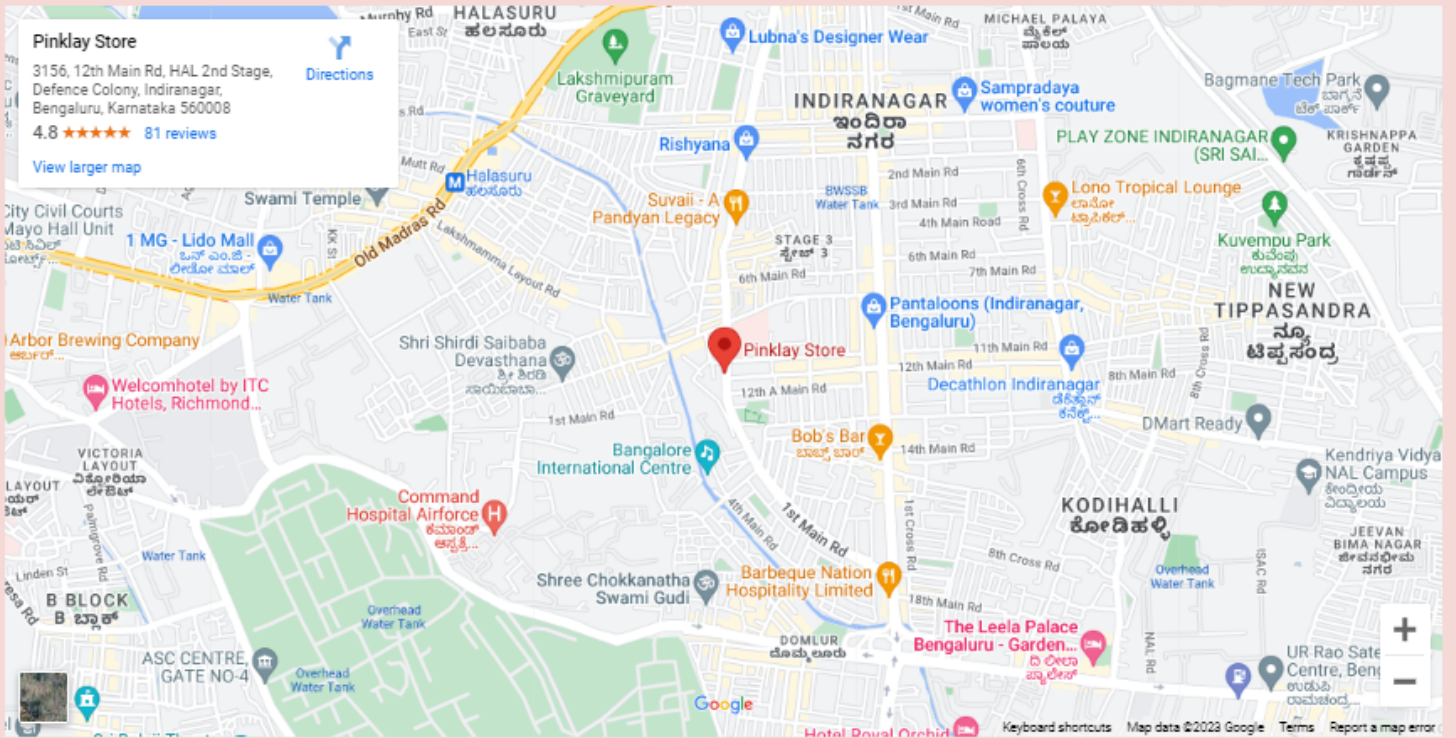


# Pinklay

## Bangalore

Sprawled across a 1300 sq. ft. space in the popular Indiranagar area of Bangalore, homegrown handicraft brand Pinklay's store brings colour, prints and a little bit of Jaipur to life. Housed in a renovated old home, the Pinklay store warmly beckons you to explore their world of vibrant handicrafts. The store takes you on a colourful journey with a bright blue entrance, a yellow accent wall and a vintage Shekhawati door in the iconic Jaipuri pink. A bright blue corner with a hand-painted mural catches your attention as you browse the brand's contemporary pieces that are rooted in culture, encapsulating the hand block used in their textile collections. Laid out over seven connected rooms – with each one displaying a different category – the store's flamboyant display of summery colours shines the spotlight on artisanal craftsmanship that goes into creating each product. The brand offers an array of apparel for women and kids that ranges from kurta sets and dresses to loungewear and tops, all vividly decked in hand-block prints that capture Indian motifs beautifully. Their home décor and ceramic collection continue the brand's handmade ethos, all while keeping the colourful essence alive. Keeping sustainability at its roots, the brand uses pure fabrics and natural materials while working with local artisans to handcraft each piece. A haven for those who appreciate art, design, and the stories they tell, Pinklay offers plenty of artistic marvels to discover 'all things beautiful' in the vibrant city of Bangalore.





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