

SPRING 2024

# ALTROVE

THE FIRST ISSUE



## THE FIRST ISSUE



### *About* ALTROVE

Welcome to the first-ever ALTROVE catalog. ALTROVE is an e-commerce home decor and lifestyle brand based in Pune. We create and curate aspirational yet affordable home decor inspired by our love for travel, craft and culture, using Indian craftsmanship and a global design aesthetic.

At ALTROVE.IN you will discover cushions, bedding, accents, wall art and other products from India's finest homegrown brands.

Inside these pages you'll find our take on the season's newest decor and stories of our most classic pieces. We'll also take you behind the scenes of some of our favourite projects and together dream of what's to come. Our first issue is all about the moments that bring neutral homes to life.

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In this issue, we're excited to feature Edamame, highlighting their latest collection of home essentials



# THE FIRST ISSUE

with

# ALTROVE

*Hello to our ALTROVE family!*

*I'm a mechanical engineer by education and I've always been curious about how anything is made. I studied product development 10 years ago, and thought I'd be designing smart watches and digital devices. But somehow, i found my calling in textile design. I've spent the last decade in textile retail, developing an eye for design by studying different brands,*

*My time in New York has definitely influenced my aesthetic and general style, but I can't really define it in one word. A lot of people define us as 'farmhouse' or 'boho' or 'modern' but we are all of these and none of these too. Our products feel fresh but also very familiar. The ALTROVE look is a 'khichadi' of all my experiences and my passion for taking something inherently Indian, and telling its story from a different point of view.*

*Nothing brings me more satisfaction than knowing we have created our own adjective and aesthetic, when we hear someone say "Oh, I saw a home the other day, It looked so ALTROVE".*

- SHREYA MANTRI  
FOUNDER

# PAPER MACHÉ

*Then & Now*



Athena Paper Mache Vase : ₹3599

Vintage Art Prints : From ₹699

Natural Chan Link : ₹1799





**Paper Mache Dual Handle Vase : ₹4199**  
**Eros Paper Mache Deep Bowl : ₹2299**

Our paper mache products are made from recycled paper, ensuring sustainability. Each piece is handmade, giving it a rough finish which is why we have designed them to resemble old earthen pots. Due to their handmade nature, each piece uniquely exhibits variations in shape and color.



**Hera Paper Mache Vase**

Dimension : 6" x 8"  
₹3,599



**Ares Paper Mache Vase**

Dimension : 4" x 10.2"  
₹3,599



**Paper Mache Pedestal Vase**

Dimension : 9" x 10"  
₹3,599



**Paper Mache Circular Vase**

Dimension : 10" x 6"  
₹3,499



**Athena Paper Mache Vase**

Dimension : 5" x 10.2"  
₹3,599



**Paper Mache Single Handed Vase**

Dimension : 11" x 8"  
₹3,599



**Paper Mache Mini Bowl**

Dimension : 3.5" x 6.5"  
₹2,299



**Paper Mache Dual Handle Vase**

Dimension : 14" x 13"  
₹4,199



**Paper Mache Footed Bowl**

Dimension : 5" x 10.2"  
₹2,999

[SHOP NOW](#)



# THE ALTROVE HOME





# KITCHEN

One of our favourite vignettes features this up cycled kitchen cart that we discovered lying around while constructing the home.



# BEDROOM

The bedroom exudes a sense of tranquility with its soft, neutral colour palette, plush textiles and a mix of modern and timeless furniture pieces that create a cozy and inviting atmosphere.





*Altrove's*  
SUMMER PICKS



*Explore our Summer Picks  
and Elevate your Style!*



**Louis Cushion**

Dimension : 18" x 18"

₹1,499



**Kiko Rattan Basket**

Dimension : 25 x 25 x 16cm

₹1,999



**Sicily Cushion**

Dimension : 20" x 20"

₹1,599



**Armin Sheer Fabric**

Dimension : NA

₹1,499/m



**Azrak Grey Seagrass Tray**

Dimension : 15.7"D x 3.5"H

₹1,999



**Zayda Blockprint Cushion**

Dimension : 14" x 40"

₹2,999



**Capri Checkered  
Reversible Bedding**

Dimension : 90" x 108"

₹10,499



**Traditional Mortar**

Dimension : 3" x 12"

₹2,899



**Caroline  
Stripe Bedding**

Dimension : 90" x 90"

₹3,299

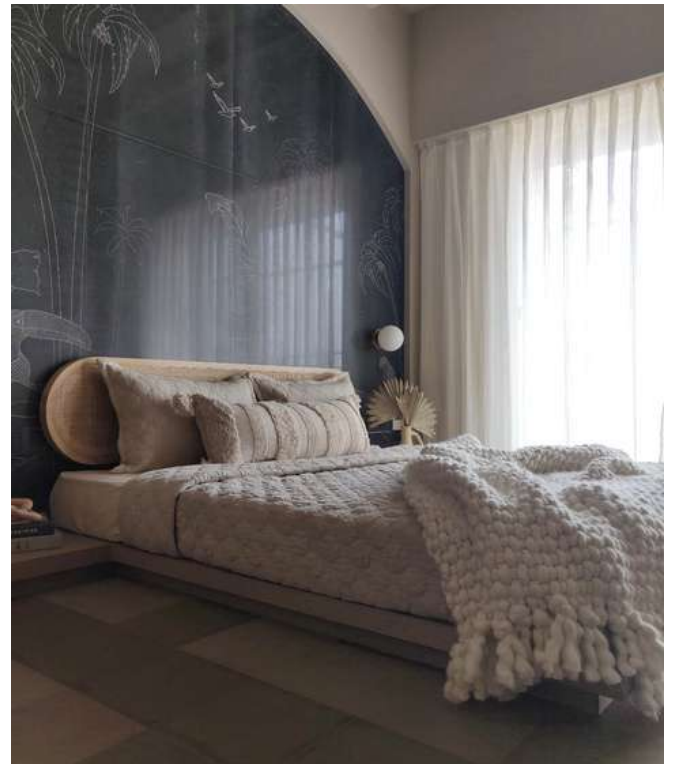
# VIRTUAL STYLING

No house is too far away with our virtual styling service! We work remotely with you curating textile & decor products into a styling board, that you can use to bring your dream room to life!



BEFORE

AFTER



This room from the Basalt project by mind manifestation design features a edged stone back wall featuring tropical patterns.

We decided to go with neutral tones and soft textures allowing the back wall to stand out without competing with bold colours and textures.



**Marian Quilted Bedding Set**

Dimension : 90" x 90"  
₹10,499



**Anwar Cushion**

Dimension : 14" x 40"  
₹1,899



**Palm Spear Bleached**

Dimension : 19" - 21"  
₹1,499



**Natural Chain Link**

Dimension : NA  
₹1,799



**Set of Books**

Dimension : NA  
₹2500



**Ivan Solid Sheet Set**

Dimension : 108" x 108"  
₹4,999



*Highlighting homegrown  
Brands at Altrove*

# EDAMAME





Edamame is a holistic, sustainable solution for modern living, embodying inclusivity and growth. Edamame bridges the gap between Indian craftsmen and modern customers, offering curated home decor products and building contemporary spaces.

They curate dynamic and adaptable designs that stand the test of time, creating sustainable solutions that are visually appealing and sensory-enriching.

Their designs are timeless, flexible, and durable with a goal to improve the eco-system.



SHOP NOW



# ALTROVE

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4TH FLOOR,  
RAHUL CONSTRUCTION,  
PRABHAT ROAD, PUNE

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