

FAAYA

This luxury gifting brand strikes a balance between complex craftsmanship and modern aesthetics

After having worked in the export market for over 20 years, friends-turned-business-partners Falguni Jhaveri and Priya Doctor launched Faaya three years ago to marry their understanding of an international aesthetic with indigenous Indian crafts. The duo works closely with artisans to handcraft their line of unconventional luxury gifts that are steeped in a maximalist mindset. "We are inspired by India's rich heritage, which we then merge with bold prints and strong colours," explains Jhaveri.

Travel served as an inspiration for their Vogue Wedding Show collection. The domes of Marrakech, the jharokas of Agra and the streets of Mykonos have been captured in this range of filigreed diyas, lanterns and gift boxes with distressed finishes. This has been coupled with bougainvillea, lily and peony prints in pastel hues reminiscent of the European countryside. "We have turned the traditional jaali on its head with our contemporary interpretation," adds Doctor.

The duo shares their top tips for the wedding season ahead.

ON THE MOOD BOARD

"We have worked with unusual lattice work votives this season. Inspired by the detailing on Moroccan tiles, we have combined latticework with aged metallic finishes for our tea light votives, cutwork glasses and hurricane candles and lanterns. Wood, enamel work and prints have been fused with geometric cut-work designs on metal lanterns and votives too."

VOGUE ASKS

The best way to take care of tableware?

"We recommend a soap wash followed by an immediate dry wipe with a soft sponge. Our products are not dish-washer-friendly."

Your most requested gift?

"The filigree metal cake stand in vintage floral prints with coordinated cake servers is our best-seller."

A gift recommendation for the in-laws?

"Traditional Mughal-inspired brass trays with cut-work boxes in matching prints is a fitting choice."

MASTERCLASS

"Choose our enamel trays in contemporary chintz and customised prints or traditional filigreed boxes filled with traditional sweets to accompany your wedding invite. The intricately carved miniature lanterns with lattice work in antique finishes will make for memorable wedding favours. Other options are the modern embroidered photo frames with matching elegant keepsake boxes. For destination wedding hampers, opt for lightweight, handcrafted trays and bowls in floral and Baroque prints."

#TRENDING

THE DESIGN

"Our selection of trays in Jacobean blues and vintage floral prints accented by gold hand painting are trending as are the gold-packaged marble cheeseboards. From Moroccan-inspired boxes and enamelled brass trays with damask patterns to filigreed lotus diyas, the range gives tradition an eclectic spin."

THE METAL

"Silver and gold have been a customary choice for gifts in India. But this is fast changing as people seek unusual options. For instance, we have transformed traditional brass to create intricately carved diyas, nut bowls and pop-coloured boxes. Bold combinations of silver finishing, cut-work and contemporary prints have also been used in our gift boxes."

THE FAVOUR

"Couples are now keen to create personalised themes for their gifting; be it for the mehendi or in-room hampers. Our faux silver trays with indigo paisley ornamental prints are the most sought-after choices, as are the contemporary diya gift sets. On the other hand, our handcrafted Marrakech-inspired cut-work boxes with damask printed lids can be used to gift Arabian dates, Belgian chocolates and teas."

THE GIFT

"Our home decor hampers are replete with an assortment of salad bowls, platters, serving spoons, cheeseboards and knives in vibrant prints, and make apt gifting options for the couple."

THE TROUSSEAU

"Brides should invest in an ornamental gold or richly patterned serving set with matching dessert and cheese servers to complement her dinner set. Our range of starter plates, dip plates and bowls in vibrant prints will also add to her table setting."

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Priya Doctor and Falguni Jhaveri

