



Card case, ₹7,000, and wallet on chain. ₹35,000, MAYU



THE STORY While browsing through a local marking in Iceland in 2015 Davda-Shah saw a series of small goods made from an exotic-looking material. It was fish skin leather, and Davda-Shah, a mechanical engineering and business graduate, was fascinated by its potential. THE MATERIAL MAYU's fish skin leather is a sustainable by-product of the organic fish farming industry and is sourced directly from Iceland. Each piece is crafted at a zero-waste facility in Chennai, tanned using vegetable dyes, and lined and packed in silk. VISUAL LANGUAGE The range of wallets, purses, and card cases is minimally embellished to allow the colour and texture of the leather to stand out. A palette of moss green, salmon pink,

and stone black echoes the tones of the Icelandic landscape. ■

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