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TRENDING

MEET THE MAKERS

Mindful Mastery

DISCOVER THE SOUL BEHIND ORANGE TREE'S SUSTAINABLE FURNITURE, MADE BY HAPPY CRAFTSMEN



“A great product starts with a happy worker,” says Gaurav Jain, the co-founder of Orange Tree, squinting in the bright winter sun of Jodhpur, as he proudly walks us through Basant – the over 9,00,000 sq ft factory, where all the magic happens. While this factory has been creating craft-based furniture for over two decades, Orange Tree came to be in 2014, as a domestic furniture and décor brand that offered a global aesthetic and quality to Indian consumers. Now known for very stylish and well-crafted pieces, the unique part of this brand is not just the finished product, but the mindful approach to how it is made and the wellbeing of its craftsmen. Orange Tree is now led by the father-son duo of Vinay Kumar Jain and Gaurav Jain. What began as a small factory with a handful of employees and one American buyer, has evolved into a perfect blend of traditional craft and a modern approach to sustainability.

Orange Tree specialises in premium quality furniture, lighting, and home décor for both residential and contract markets. Design is the heart of Orange Tree, and Gaurav explains, “We design to aid the unique skills of our master craftsmen. By exploring new shapes, aesthetic references, and modern influences from contemporary design, we have been able to create an original look for our products. Craft empowers design with emotion, to create a new generation of products that organically promote and sell themselves.” He also emphasises their commitment to responsible and sustainable manufacturing, striving to minimise the environmental impact while continually improving their processes. “We are highly focused on making

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products that limit the impact on the environment and we challenge ourselves to continually work as hard as we can, to improve how we manufacture. It's something that we all feel really passionately about.” An impressive 80% of the power consumption in their factory is solar-based, and transparency in the supply chain is a priority, with adherence to EU standards for wood sourcing, including regrowing forests as a crucial component. They also exclusively use harmless glue and lacquers according to international standards, backed by various certifications.

The initiatives for the wellbeing of craftsmen include high safety standards, an on-site doctor, team-building exercises, and subsidised education for the children of employees. As Gaurav summarises “At Orange Tree, craftsmen are not just workers but an extension of the family. Their well-being is a top priority, fostering a sense of belonging, trust, and loyalty. There is an overall positive vibe at social and environmental levels which is great for the growth of any brand.”◆

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Orange Tree is a furniture and décor brand that harnesses traditional crafting techniques and global sensibilities, to create its artisanal line of furniture and décor products (OPPOSITE PAGE) Gaurav Jain heads Orange Tree, along with his father Vinay Kumar Jain