

## Our Story

CHACCRA is an international team of creatives who design handcrafted rug and homeware collections that are inspired by Nepalese culture and spiritualism.

Through the innovation of traditional crafts, CHACCRA combines ancient craftsmanship with contemporary design to create innovative collections for mindful and energised homes. All our collections are proudly handcrafted in Nepal by local artisans and are respectfully designed to encourage balance, adventure and self-expression in modern homes.

CHACCRA is for people who choose to make more considered and sustainable choices when it comes to the items they buy. We choose natural and recyclable fibres and localised small batch production to ensure our collections are responsible, and we encourage sustainable ownership of heirloom pieces that are bought to stand the test of time and changing trends.

Small batch production enables us to work closely with interior specialists to create unique designs that can be altered or made bespoke to suit a variety of spaces and styles. With a production time of around three months, CHACCRA rugs are for people who are invested in each item's journey, and for those who look to experience the authenticity of adventure in Nepalese craft and design.

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## Our People

The CHACCRA team is drawn together by a passion for diversity in design coupled with a desire to make a positive difference to people and our environment. Inspired by our experiences of the world and a unified love for Nepalese culture, we have spent the last years collecting stories and methodologies from around Nepal. We design pieces that break the mould and encourage preservation and development with the country's crafting communities by innovative traditional Nepalese craft.

## Sharon Shi | Founder

More than a decade ago Sharon visited Nepal and fell in love with the richness of culture and warmth of its people. She later spent time volunteering, which inspired her to engage her entrepreneurial streak with her love for design in creating a business that would make a positive difference to people and the environment.

Sharon left the corporate world behind, and CHACCRA was born; celebrating culture through craft and design inspired by Nepal. The name comes from the Hindu concept of Chakra and CHACCRA offers open-minded international culture lovers home pieces that are creative and inspiring; supporting an energised, positive, uplifted yet balanced lifestyle.

Sharon wants CHACCRA to inspire and support younger people in communities to see the value of their own culture and to see that culture and creativity appreciated on an international platform. She wants to share her creativity and entrepreneurial spirit among young people in Nepal.

Sharon is now building CHACCRA with the support of a small team from across the globe, and collaborates closely with local entrepreneurs and craftspeople in Nepal.

*“This is about how we can contribute to a culture that has inspired us.”*

CHACCRA is striving to be a responsible business in its support for Nepalese people and society. Sharon regularly visits suppliers to ensure we are working with similarly minded and ethically conscious people.

## Mylene Spencer | Designer

Mylene Spencer is the creative mind behind Vidhi Blush, Vidhi Stone, and the MÖDALA Collection. A textile and fashion designer, she's shown pieces at New York Fashion Week, with work spread across the music, interior design and fashion worlds. Her design aesthetic is lustrous and modern, and is boldly experimental with colours and shapes, contributing to design that approaches luxury in unique and captivating ways.

Her work with CHACCRA in Nepal circulates around creating beautiful yet functional design inspired by Nepalese culture and craft.

*“It's been a rewarding and enlightening experience working with Nepali craftspeople and I have gained a true appreciation for Nepalese craft and the country's rich culture. As a designer, I need to have faith in the company I am working with and I'm really*

*inspired by Sharon and CHACCRA and how she respects and has a real admiration for Nepali culture as well as her focus on building a business that is both mindful and conscious.”*

## **Julia Guenther | Designer**

Julia is an interior designer originally from Germany and now lives in China. Julia has a strong fine arts and design background with a Bachelor of Arts (BA) focused in Interior Design at “Burg Giebichenstein” – University of Art in Halle, Germany.

Creative expression was a dominant pursuit of her since childhood and through drawing, painting and writing she explored her creative abilities. However, it became clear that interior design would be the road to take since it combines material, colour, object and human behaviour in space.

She said: *“Working with these aspects and to link them with function, proportion and arrangement in mind, is really intriguing.”*

Now, she applies her skills to a more diverse range of projects such as product design, graphic design and is also involved in teaching design methodology.

Julia met Sharon through a mutual friend, discovering an instant connection through their passion for design and desire to make a positive difference in the world. Following a visit to Nepal in November 2018, Julia was inspired both spiritually and creatively to start designing for CHACCRA.

*“Nepal is incredibly inspiring with so many impressions; vibrant, dense, chaotic, beautiful and quite spiritual. The country has so much depth, layers and density to capture through our designs. We want to translate that.”*

Julia describes her work as ‘organic’ and she practices yoga to support her work and ensure she remains connected to her Chakras through which she is inspired to create for CHACCRA.

*“I love working for CHACCRA; you have to have balance and be available and open to connect to an inspiring subject – in this case Nepal – otherwise it is just a workload. Meeting and working with craftspeople in Nepal has been a big part of this, helping to create the collection we are working on.”*

*“It has been incredibly exciting working with weavers who are open to new techniques and enthusiastic to be part of something different that may put them on the world stage*

of rug making.”

## Lotti Blades-Barrett | Communications & CSR

With combined experience in marketing and sustainable textiles, Lotti joined the CHACCRA team in early 2018 and has since gone on to develop CHACCRA’s communications, alongside planning and developing brand responsibility. Having completed a masters degree researching into sustainable animal fibres, Lotti has specialist knowledge in this field and continues to work alongside organisations to communicate sustainability stories and raise awareness.

*“Being part of the CHACCRA team from the early stages has been very exciting and it’s been great to be a part of a project that uses really interesting design to create sustainable employment in the creative industries in Nepal. I can’t wait to see where the brand goes to next and it’s been great to get to learn more about Nepalese culture and crafts.”*

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## To find out more

For more information about CHACCRA, logos and product imagery, please contact us at [PR@chaccra.com](mailto:PR@chaccra.com). Why not also follow us on social media at [@chaccra](#) (Instagram), [@chaccradecor](#) (Facebook), [@chaccradecor](#) (Pinterest) and [CHACCRA](#) on LinkedIn.