

PRESS RELEASE

Good Earth to support The Fabric of India Exhibition at London's Victoria and Albert Museum



(L-R) Diva Lanterns, Silvermoon Place Setting, Anar Paradis Mugs

Good Earth, the leading Indian design house will be a supporter of the V&A's autumn exhibition *The Fabric of India*, opening 03 October 2015 – 10 January 2016.

Setting new standards across the globe in stylish luxury retail, Good Earth have become known the world over for their heritage crafted products ranging across furniture, aromatherapy, lifestyle products and dinnerware.

Their sponsorship of *The Fabric of India* exhibition will coincide with Good Earth's UK launch, following the opening of their online web boutique in the UK and securing a Selfridges pop-up in London from October to Christmas.

Good Earth designs will also be on sale in the V&A Shop as part of the V&A's India Festival. Products from ETERNAL KASHI: Colours & Weaves of Banaras - Good Earth's Design Collection of 2015–2016 - will be available to UK consumers for the first time.

Since opening in Mumbai in 1996, the last two decades have seen Good Earth grow into a cult brand recognised for their crafts-focused approach to luxury design and reviving the authentic skills of the crafts communities of India. Their celebration of the heritage of India and support of traditional crafts means they are a fitting supporter of the exhibition and understand the story the V&A is trying to tell.

"We are delighted at the opportunity to support this incredible exhibition at the Victoria and Albert Museum," says Simran Lal, the CEO and driving force of Good Earth. "Given that our ethos is rooted in the culture of India and its crafts communities, we are proud to support *The Fabric of India* exhibition. India's textile heritage is displayed in the application of traditional Indian craftsmanship, something that we ensure is present in all Good Earth products, where the process of creation builds a story and journey into each design."

The V&A's *Fabric of India* will be the first exhibition to fully explore the incomparably rich world of handmade textiles from India. It will run from 03 October 2015 – 10 January 2016 and is part of the Victoria and Albert Museum's 2015 India Festival.

www.goodearth.in

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Notes to Editors:

Good Earth is a leading Indian design house that has set new standards across the globe in stylish luxury retail. Since the company's foundation, they have become known the world over for their heritage crafted products ranging across furniture, aromatherapy, lifestyle products and dinnerware.

Since opening in 1996 in Mumbai, Good Earth has set the standard for stylish retail in India. The last two decades has seen Good Earth grow into a cult brand recognised the world over for its luxurious approach to design. Good Earth are known for exercising the art of storytelling through surface design and sustaining the craft traditions of their culture, sharing the story of 'enchanted India' with the world through their designs.

The coming months will see considerable activity from Good Earth in the UK. Good Earth will be supporting 'The Fabric of India' exhibition at the Victoria and Albert Museum in Kensington. During 'The Fabric of India' exhibition Good Earth will retail a selection of their designs in the V&A Shop. The Museum has commissioned iconic designs from Good Earth to be recreated as gifts for retail during the Christmas period. The Fabric of India exhibition, supported by Good Earth, will run from 03 October 2015 – 10 January 2016 and is part of the Victoria and Albert Museum's 2015 India Festival.

Good Earth will also host an Enchanted India cocktail party under the dome of the V&A to celebrate their 20 year anniversary and the launch of their "ETERNAL KASHI: Colours & Weaves of Banaras" collection. The event will transport guests to the ancient city of Kashi, later known as Banaras and today as Varanasi, a place renowned for its intricate weaves and colours.

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The Fabric of India: 03 October 2015 – 10 January 2016

Supported by Good Earth, Part of the V&A's 2015 India Festival

Celebrating the variety, virtuosity and continuous innovation of India's textile traditions, The Fabric of India will present more than 200 objects made by hand. On display will be examples of everyday fabrics and previously unseen treasures; from ancient ceremonial banners to contemporary saris, from sacred temple hangings to bandanna handkerchiefs, to the spectacular tent used by Tipu Sultan (1750 – 1799), the famed ruler of the Kingdom of Mysore.

For more information about the exhibition please contact Lucy Hawes in the V&A press office via lhawes@vam.ac.uk / 0207 942 2502

[The Fabric of India](#)