



# Marigold Living

@marigoldliving



@MARIGOLDLIVING





## *House Beautiful: What do you do and how did you get started?*

*Shreya Shah:* Growing up in Mumbai, I cultivated a fascination for unique, handmade goods. After moving to NYC, I realized that the best of Indian handcrafted textiles are not easily found in the US, so I decided to launch my own brand in 2009. Marigold Living is NYC-based and offers handcrafted bedding, table linens, curtains, pillow covers, and scarves, all made in India by skilled artisans.

## *HB: What's your favorite aspect of your job?*

*SS:* I love tracking down different artisan communities in India that specialize in their particular craft to create new product lines that will resonate with the US consumer and spotlight the makers' stories.

## *HB: How has your business pivoted under stay-at-home directives?*

SS: As a mostly ecommerce business, we feel fortunate to still be able to operate under stay-at-home directives, and have seen a greater interest in our specialty offerings from more online purchases. Since more people are shopping online, we are providing personalized service, including offering custom sizes when possible. We also recently started selling wholesale.

## *HB: Where can people shop your products?*

[marigoldliving.com](http://marigoldliving.com) 

(We also have a collection of pillows exclusively sold through Moda Operand!i)