

Casa AMAROSA

FOR IMMEDIATE RELEASE

Casa Amarosa Launches the Saanjh Collection: A Stunning Range of Handcrafted Textiles Inspired by the Landscapes of India

[Washington, DC] - Casa Amarosa, a leading home decor and lifestyle brand, is proud to announce the launch of the Saanjh collection, a stunning range of handcrafted textiles inspired by the landscapes of India. The collection features a range of items such as throw pillows, bedding, curtains, and table linens, all featuring intricate patterns and bold colors that are reminiscent of the lush landscapes of India.

The Saanjh collection is inspired by the natural beauty of India, with its vibrant colors, rich textures, and intricate patterns. The collection takes inspiration from the Indian landscapes, featuring motifs of flora and fauna, mountain ranges and rivers. These patterns are created using traditional dyeing and weaving techniques, each one telling a story of the diverse landscapes of India.

The Saanjh collection is ethically and sustainably made. It is crafted by skilled artisans who are paid fair wages and work in safe and healthy conditions. We also use natural materials that are sustainably sourced and take steps to minimize our environmental impact. "We are thrilled to introduce the Saanjh collection to our customers. It reflects our commitment to traditional artisanal production techniques and showcasing India's cultural heritage. Our products are not only beautiful but also ethically and sustainably made," said Nirali Guzman, Founder and CEO of Casa Amarosa.

The Saanjh collection is available for purchase on our website and at select retailers nationwide. For more information about the collection or to view the full range of products, please visit our website at www.casaamarosa.com



The logo for Casa Amarosa is centered within a light beige rectangular frame with a thin brown border. The word "Casa" is written in a cursive script, and "AMAROSA" is written in a bold, uppercase serif font below it.

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About Casa Amarosa

Casa Amarosa is a woman-led enterprise with a vision to bring ethically sourced, handcrafted, and artisan-made home and lifestyle goods to people around the globe. We are a design-first company incorporating time-honored production techniques from across India. We are committed to using sustainable and locally sourced materials to bring our products to life.

At Casa Amarosa, we value transparency, ethical production, healthy workspaces and above all empowering communities by supporting women employees and small enterprises, artisan collectives and urban entrepreneurs across India. All products at Casa Amarosa are developed & designed keeping mind this socially conscious business model.