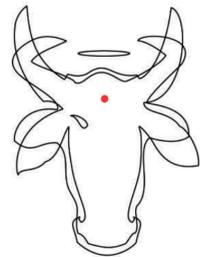




NO-MAD
by Valérie Barkowski
97% INDIA



NO-MAD
by Valérie Barkowski
97% INDIA

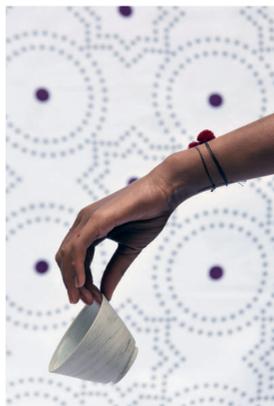
NO-MAD *times*

#7 Edition / Mumbai / www.no-mad.in



KULHARS

If we do not pay heed, certain traditions gradually disappear. Through sheer facility, practicality. Such could be the case for kulhars, these terracotta bowls that vendors distribute with tea at street corners. NO-MAD created its own version of kulhar to continue to keep the custom alive. On the road, at the station, at the corner shop, Indian kulhars are distributed in thousands each day. A kulhar, is this little terracotta bowl in which one traditionally serves tea, yoghurt or desserts. One takes it in hand quickly stopping for a few moments in



the course of the day. A kulhar is not painted nor varnished. Actually, it is to be thrown after use ensuring hygiene for each consumer. Its crude appearance and its rustic manufacture even give an earthy taste to the tea that one pours in it. Today, the kulhar tradition is waning. One still finds these bowls but earthenware bowls tend to make room for plastic glasses, which are lighter, simpler and less expensive. Very keen not to see them disappear, NO-MAD has created its own range of kulhars, traditionally, in order to make these ephemeral bowls albeit several thousand years old last forever, in order to remember, to continue to keep them alive.



IN THE INDIAN

BAZAR

Return to the source, to the essential, also to daily life, to these objects that one sees but not look at any more. Give

them the rightful, deserved recognition. Respect them for what they are... witnesses of Indian culture, an integral part of its existence. The NO-MAD brand has straight away inscribed this desire in its philosophy. And its will was to include products of the Indian bazar in its collections. Which ones? Tea glasses made of glass, hammered aluminium bowls, others made of dried leaves for one time usage, to fight the invasion of plastic, cutlery with copper handles, copper glasses and jugs... as many articles that participate in the wealth of daily life, in its diversity. As many pieces which are worth being noticed. These products will be included in the NO-MAD shop... a new department comprised of items to be rediscovered to give a desire to one and all to justifiably reabsorb them in their lives.



Portrait



NO-MAD CV / ANUJ KOTHARI

Born and brought up in Mumbai, in a Modern yet traditional Marwari Home, Anuj Kothari is an engineer with a creative bent of mind. A young well travelled Indian but very proud of his Indian Roots. What started initially as an idea for a cutting edge "Made in India" concept store, was over time modified into a brand whose heart beats for India. Hailing from a family in the business of Real Estate, NO-MAD was a huge risk for Anuj but his passion for his idea kept him going and today he is ready to share NO-MAD with everyone. NO-MAD for Anuj, is the beginning of a journey, a journey full of passion and ideas towards building a design led lifestyle brand inspired by everyday Indian life.

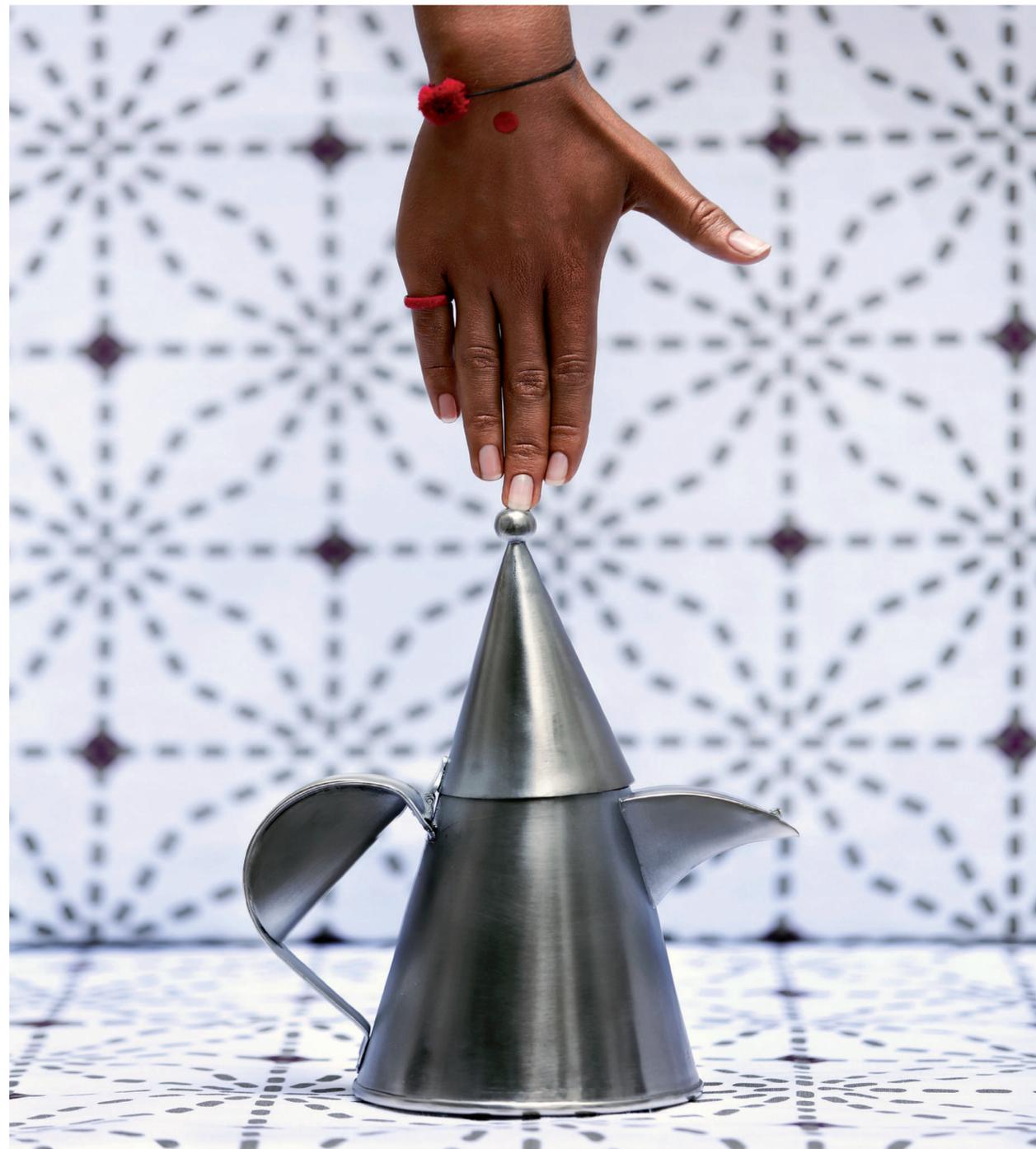
anuj@no-mad.in



THE NO-MAD PICTURE BY VB

NO-MAD is before anything else a meeting, but it is also a step forward in the personal evolution and creative route of Valérie Barkowski. NO-MAD is a challenge and especially a brand of heart. Belgian roots. Russian, Moroccan, Indian by adoption. Multi cultural. Valérie Barkowski is here and elsewhere. But what is sure is that she drops her suitcases always where her heart dictates to do so. An instinctive approach is one of the leitmotifs that drives her creative life... and NO-MAD is no exception.

valerie@no-mad.in



A TABLE

NO-MAD loves new creations, inspired by India, from its everyday life, of its past and present. The brand cherishes the conviviality which comes with it and has decided to develop its range by enriching it with collections of table art. Get swept off your feet and experiment a true art of living with NO-MAD. Today the brand is more complete, closer to this concept of daily well-being linked to

Indian and contemporary culture. Today, it is enriched with a new department: the art of the table. The symbol of hospitality. Henceforth, NO-MAD opens a new chapter in its history by continually drawing from its philosophy and in what India inspires. Table art in India... the universe is infinite with possibilities all conceived to bring well-being, warmth and hospitality. Not only fabrics, new prints, table linen, again and again, but also accessories, vessels, tea-pots, trays and tea which will live reality of this new creative department. A discovery inspired and inspiring, guided by the NO-MAD slogan... DAYDREAM.



NO-MAD
by Valérie Barkowski
97% INDIA



NO-MAD
by Valérie Barkowski
97% INDIA

ASSEMBLE RE-INVENT

Tie and dye has once again revolutionised the European fashion scene. In India, the Bandhani technique is ancestral but is gradually becoming obsolete. NO-MAD plunges once again into this know-how and reinvents it... in print. There was a time when Bandhani was popular, artisanal, punctuated with fine, very delicate motifs. Today, the know-how becomes rare and interpretations of this technique are becoming more approximate, more crude. However, Bandhani is beautiful, elegant. And NO-MAD has set its eyes on it. At first with eyes and then with vigour, the brand tried to meet the craftsman capable of bringing to life the finesse of such a work. In vain. The Bandhani image however remained meaningful. So NO-MAD has taken the opposite view by dismissing the codes, by mixing the genres: Bandhani will be screen printed. The appearance is identical, the technique is so different. And the motif ? NO-MAD always decided to remain with Indian inspirations; here the brand has chosen a 'Ajrak motif'. This popular design in Gujurat is traditionally worked in block printing. When the two influences meet, a unique product is created, 200% seeped in Indian culture.



PINK COLLECTION

A new colour in the NO-MAD range : pink. A soft, soothing and therapeutic pink. NO-MAD will be steeped in a new atmosphere. Ingenuous. Candid. A combination of red which represents divine wisdom and white which symbolises love, pink is soft and loving. Everywhere, and especially in India. Like many pastel colours, it is worn by young girls. Bright, bold colours are traditionally worn rather by married women. For a long time, pink did not have a name, was seen only as a mixture, a colour of flowers which bear its name. However, it speaks to the heart. It symbolises fidelity, pure sentiments, sweetness. It is young, sincere, soothing. It drives away dark thoughts. It makes the atmosphere sublime. It is at the centre of the next NO-MAD collection. A colour which will emerge gently but surely in the table linen as it is in Indian life.



SASHIKO ON NM FABRICS

For NO-MAD, Valérie Barkowski got her inspiration not from India but from far, very far away from India. She went and procured the Japanese tradition of Sashiko, the ancestral technique of embroidery from Japan. Sashiko. A common practice. An ancestral tradition of poor workers in Japan... till it became an art, decorative embroidery recognised for the beauty of its simplicity. Traditionally, Sashiko is a white motif embroidered on an indigo fabric made of vegetable fibres like that of a Boro. As the Japanese have always had respect for tradition, for what has been experienced, lived, for what has a history, Sashiko was first practised to mend garments, daintily sew the used parts of a jacket or a trouser. It has also been used to assemble several layers to a garment and make it warmer or even to strengthen certain seams frequently required as those at the shoulders. And the darning stitches have slowly come together to form motifs, designs inspired by nature, geometry, daily life or even religious symbols. Sashiko then becomes emblematic to such a point that certain clans share



the same motif as a sign of belonging. NO-MAD is inspired from that. It draws the beauty of forms, and simplicity from this tradition. But instead of embroidery, the brand prints its own design. It then enjoys creating its own version and remaining true to its philosophy of 3% inspiration coming from elsewhere.



GREY COLLECTION

Grey of sadness. Sorrow. Melancholy. A colour which is not easy, that cannot be expressed. However, grey can also be soft. Calm. Reassuring. It blends perfectly with other colours. It enhances tones, gives depth, puts into perspective. It has become modern, sober and professional. In reality, it is part of life, of the beauty of landscapes, the majesty of animals. In India, it goes unnoticed and is yet omnipresent, declined in all its tonalities, in all its natural forms. NO-MAD has chosen this new colour for its next collection. The brand has always wanted to be totally inspired by India. It has swept away bright colours which are so representative of the country and get interested in greys which are everywhere, as a watermark. The result is soft, harmonious, sober and closely personal. Greys open new windows to India, new creative perspectives for NO-MAD.

