

Founded in May 2018, Amara is a New Jersey based company that partners with the artisans of India to bring its Rattan Collections to the International markets. Our artisans use ancestral weaving techniques for rattan weaving that have been passed on for generations. We heartily believe that traditions matter. They allow us to experience the richness of lives around us, to connect with the past, and to provide guidance for the future. That is why we named our company 'Amara'; Eternal.

As we started out, we looked for opportunity and possibility to bring out something that is sustainable, time-honored and handmade. We began our expedition far east in India driving to the interiors of West Bengal, to get to our artisans community. The artisans source raw rattan from the forests in the Northeast India and Andaman & Nicobar Islands, which goes through careful processing and manufacturing methods to reduce the carbon footprint. We have partnered with artisan groups from three states in India and we strive to reach out to more such artisans in the different parts of the country.

At Amara, we combine our love for traditional Indian art with our passion for elegant and unique designs. Our artisans use long-established weaving techniques for making rattan products, using only basic tools in the process. Our products are handmade, which makes each one of them unique in its own way. Rattan is very durable and nearly impossible to wear out. Each article is like a folklore, which will live through generations!

Veranda Magazine featured our Curved Lampshade in their May/June 2020 issue. Our work has been recognized by NY NOW recently during the Winter 2021 Digital Market and we are honored to be Finalists for not just one, but two awards- Emerging Brand Award and Sustainable Design Award.