

# Puja Bhargava Kamath





## PUJA BHARGAVA KAMATH

Company: Lai By Puja Bhargava Kamath

Country: India

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## IFAM International Folk Art Market

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Steeped in Indian culture and folk art vocabulary, Lai, which means “beloved one” in Sanskrit, is a design-led collaboration working with artisan clusters in India to create jewelry and home accessories that meld traditional craftsmanship with modern aesthetics. Through pieces fabricated according to sketches provided by Lai’s founder and lead designer, Puja Bhargava Kamath, the brand aims to promote the work of Indian artisans and revive fading creative traditions. Lai takes the spirit of creation as an opportunity to celebrate the diversity of craft in India. Many of their necklaces and rings feature vibrant miniature paintings that are made using the same techniques and skills employed since the 16th century.