

# ECOVEEVE



**A lifestyle of responsible choices, for Earth, Humanity, and You.**

Rooted in India's ancient craft traditions and inspired by the charm of English countryside living, ECOVEEVE celebrates the time-honoured techniques of intricate block printing and pottery making. These slow, meticulous processes carry the warmth of the past into modern homes.

What began with reusable tote bags has grown into a thoughtfully curated collection of homeware, tableware and travel accessories, every piece lovingly crafted by skilled hands to embody the essence of slow and mindful living.

At ECOVEEVE, sustainable practices are woven into everything we do. From chemical-free dyes to ethical production, we embrace age-old techniques that honour nature, humanity and you. Through partnerships with Jaipur Bloc and the Sambhav Foundation, we empower artisans and support women in building independent livelihoods.

Founded by Tanya Chugh, ECOVEEVE is more than a brand – it's a celebration of heritage, craftsmanship, and the simple luxuries that turn a house into a home filled with meaning. Tanya dreams of a world where cultural heritage is not just preserved as a relic of the past but celebrated as a cherished element of everyday life – woven into our homes, our stories, and the memories we pass down for generations to come.

ECOVEEVE



A CHARM IS  
HUMAN-HAND  
BORN