

AMITY HOME: WHERE DESIGN MEETS THE HANDS THAT MAKE IT

Amity Home's design and development team travels to India to source materials, exchange ideas and work alongside skilled craftsmen on upcoming introductions

For Amity Home, product development is as much about the process as the finished piece. Working directly with its factory partners and skilled craftsmen in India allows the design team to explore materials, techniques and ideas at their source, turning inspiration into thoughtful new bedding and accent collections.

During recent development work in India, the Amity Home team spent time at the factory sourcing new materials, reviewing weaves and constructions, experimenting with color and studying the handwork and techniques that can give a textile its distinctive character.



The process is intentionally collaborative. Rather than arriving with every detail predetermined, the team works alongside the people who understand the materials and techniques intimately. An unexpected weave, an embroidery method, a newly sourced yarn or a sample pulled from the factory archives can become the starting point for something entirely new.

“There is tremendous value in being at the factory and developing product alongside the craftsmen who will ultimately make it,” says **Susan Lynch Scranton, Design Director for Amity Home**. “We arrive with ideas, but we also arrive ready to discover. Sometimes the most exciting developments come from a material we did not expect to find or from asking, ‘What else can we do with this?’”

That exchange between design and craftsmanship is central to the upcoming Amity Home launch. New bedding and accents are developed through a process of sampling, editing and refinement, balancing creative direction with the inherent beauty and possibilities of the materials themselves.

Time at the factory also provides inspiration beyond the development table. The colors, textures, architecture and extraordinary textile traditions of India offer a rich visual vocabulary, while close collaboration with craftspeople provides a deeper understanding of how an idea can best be translated through the hand of the maker.

For Amity Home, sourcing is not simply about finding something new. It is about understanding **how and where something is made, discovering what a material can become and allowing craftsmanship to participate in the design process.**