

Charmed with India: Behno New York and Moi Celebrate Artisan Craft with Modular Jewellery & Handbags

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Two purpose-driven brands, **Behno New York** and **Moi**, have joined forces to launch **Charmed with India**, a capsule collection that fuses consciously crafted handbags with modular fine jewellery. The collaboration reinterprets traditional Indian talismans into modern, multifunctional charms designed to be worn or carried across borders, seamlessly blending nostalgia with contemporary style.

The collection was born from a shared vision of celebrating **Indian artisanship and cultural storytelling**. Shivam Punjya, founder and creative director of Behno New York, explains, “This collaboration was never just about making beautiful things. It was about shared values, about reclaiming global space for Indian design.”

Inspired by the vibrant artisan legacy of Ahmedabad during **The Amdavad Trail 2023**, the collection features handcrafted leather bags paired with interchangeable charms that carry age-old symbolism. Iconic motifs include **Nimbu Mirchi (lemon and chili)**, **Buri Nazar dolls**, and **Moor ka Pankh (peacock feather)**, crafted in semi-precious materials and metals with contemporary finesse.

Built on **modularity**, each charm is designed to adapt fluidly—adorning a bag or worn as standalone jewellery. “We treated leather and brass as equal canvases for storytelling,” Punjya notes. “Form meets function, utility meets ornamentation.” The pieces are collectible yet wearable, perfectly balancing meaning with playfulness.

Charmed with India is more than a capsule; it’s a celebration of sustainability, traditional craftsmanship, and the unseen artisans who bring Indian design to life. Shivam Punjya adds, “When people resonate in ideology, we must stick and work together. This is just the beginning.”

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