

Anu Merton: “I Stand for Handmade in India”

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Jewellery designer Anu Merton is on a clear mission: to celebrate Indian craft and make exquisite, handmade jewellery accessible. Her brand operates on the principle of **#HandmadeInIndia** — taking pride in indigenous processes, materials, and makers.

In a recent profile, she stated her calling is Indian craftsmanship, adding that the values of her country are “the biggest inspiration.”

Craftsmanship, process and philosophy

Anu’s approach centres on **hand-made, made-to-order jewellery**. She emphasises one-at-a-time creation over mass production — only beginning work when someone desires a piece.

Her design DNA draws from childhood memories, everyday culture, music and nature. “You should wear your jewellery with all sorts of clothes and feel proud of a home-grown piece,” she says.

The label’s process: from ideation (a colour, a lyric, a moment) ? hand-sketch ? karigar execution in Jaipur/Jodhpur/Bengal.

Why this matters now

- **Craft preservation:** In an age of fast fashion and mechanised production, Anu Merton’s work places spotlight on karigars (artisans) and the value of handmade objects.
- **“Made in India” aspirations:** Her brand aligns with a growing pride in Indian-manufactured luxury goods and a preference for authenticity over cheap imitation.
- **Wearability meets design integrity:** Her emphasis on comfortable, wearable pieces (not just display showpieces) fills a gap in everyday luxury jewellery.
- **Ethical luxury trend:** Consumers increasingly ask not just *what* they wear, but *where* and *how* it’s made. Anu’s manifesto meets this shift.

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