

Shruti Vij: From Leather Design to Visual Art — The Rise of Shruti Arts

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Shruti Vij's journey began in design — she studied leather design at National Institute of Fashion Technology (NIFT), New Delhi. But her passion for visual art eventually led her down another path. Rather than continue in conventional design roles, she decided to follow her heart: painting and creating.

According to her, she found true expression in art — where colours, textures, and emotions meet on canvas. What started as a personal calling gradually evolved into a vocation when she founded Shruti Arts — an independent platform for her artworks.

Building Shruti Arts

Under Shruti Arts, she specialises in **mixed-media artworks and acrylic paintings on canvas** — each piece handmade and original. She avoids mass-produced prints or copies; every artwork carries a certificate of authenticity, ensuring collectors receive genuine, one-of-a-kind creations.

Her creative philosophy centres around beauty and emotional resonance. As she explains, her art isn't about adhering to strict styles or trends — it's more intuitive. She paints what moves her, hoping the emotion translates to the viewer.

Shruti describes art as therapeutic — a medium through which she processes feelings, memories, and inner reflections. It's this sincerity and honesty that often comes through in her works.

Recognition, Exhibitions & Global Reach

In recent years, Shruti Vij has participated in multiple art shows — both in and around Delhi as well as internationally. Her works have received appreciation from art lovers and critics alike.

Shruti Arts operates from a studio in Gurugram (Gurgaon), and she has transformed even modest beginnings into a credible art-brand business — curating, exhibiting, and selling her works worldwide through a digital platform.

Art with Integrity — Why Shruti Arts Stands Out

In a market flooded with mass-produced prints and duplicates, Shruti's commitment to **original, handmade art** sets her apart. She resists compromises that might dilute authenticity, believing that art should evoke feeling, not just decorate walls.

Her background as a designer helps too — giving her a refined sense of composition, colour theory, and craft sensibility. Yet she uses that training not to restrict herself, but to explore and expand creative boundaries.

Shruti also says that patience, perseverance and belief in one’s work are key. She started very modestly — a small room in her home as studio, basic savings for materials — but over time built a name rooted in quality and artistic honesty.

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