



Judges of the Textile Design Competition 2013

We at Purvaai feel incredibly lucky to have secured for the second year running some truly wonderful judges for our annual [Textile Design Competition](#).

Just as in our launch year, 2012, this year also we have a selection of interior designers, retailers and academicians on the jury who represent a cross section of the design industry, into which the young designers participating in our competition will soon be making forays. The judges will be able to give them feedback, which will help them as they launch their careers

To learn more about the Judges for the Textile Design Competition 2013, read on.

Toolika Gupta- Independent Fashion and Textiles Researcher and Academic

Toolika Gupta is a UK-based costume, textile and fashion enthusiast. With over 15 years of Academic, Administrative and Industry experience, her particular areas of interest include the history of textiles and fashion, especially Indian textiles, surface design techniques, sustainable and ethical fashion and fashion studies. She is a tutor at Buckinghamshire County Council for Indian Textiles and at Missenden Abbey where she teaches courses such as 'An introduction to Indian Tie and Dye' and 'An Introduction to Indian Hand Embroidery'.



Toolika has run and participated in several workshops and presentations on the history of textiles, eco-friendly textiles, craft-cluster development and more. Toolika is currently a PhD candidate at The University of Glasgow.

Nicola Holden- Interior Designer, 'Nicola Holden Designs'



— Nicola Holden, Interior Designer, Nicola Holden Designs

Nicola Holden is an established interior designer, with her own boutique interior design company, 'Nicola Holden Designs', which specialises in bringing outstanding contemporary design and decoration to all areas of residential interiors. Her work has been featured in 25 Beautiful Homes, Ideal Home Magazine and North West Magazine. She is an active member of the British Institute of Interior Design (BIID), and writes her own blog as well as blogging regularly for Decorex International. Freddie Oke- Co-founder and Proprietor, Do South

Freddie Oke, owner of [Do South](#), runs a successful retail shop based in Crystal Palace, South London. He has opened his world of modern and vintage design to a discerning public that want beautiful things. His eye for colour and style is what makes Freddie's imagination an enchanting experience. Having traveled the world extensively, he has built up a wide collection of interior pieces. He spent his early years playing and recording music for television and radio and has since gone on to create his new way of harmonies through beautiful furniture and objects.



— Freddie Oke- Proprietor, Do South

Jo Walker – Founder and Proprietor, Pure Lana



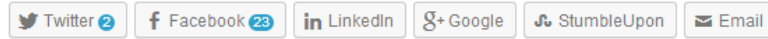
— Jo Walker, Founder and Proprietor, Pure Lana

Jo is an entrepreneur who is behind the luxury brand 'Pure Lana', which specialises in creating luxurious home-ware products using traditional craftsmanship and 100% organic textiles.

Pure Lana is renowned for producing unique products using textures with warmth and depth. Jo's role is to ensure each collection strives to produce the perfect alignment of stylistic elements necessary to satisfy a diverse range of tastes.

Purvaai's Textile Design Competition 2013

is an opportunity for talented young designers to be noticed by industry decision makers. With prizes totalling £400, this is a great platform from which to launch their careers. Register by **April 1st** and send in your competition entries no later than **April 30th, 2013**. Registration forms and info pack available to download [here](#).

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**About Purvaai Home Decor**

Purvaai, which means 'Winds from the East' in the ancient language Sanskrit, explores and reflects the diversity of Indian art and craft, its cultural influences and a plethora of relationships, which nurture creativity and ingenuity. The range of Indian handicrafts is as diverse as the sub-continent itself. At Purvaai, we aim to share the knowledge about these ancient crafts and create an awareness and appreciation of many of the lesser-known techniques. Our unique designs largely use locally sourced natural fabrics, handcrafted textiles and traditional Indian embroidery techniques. Our product range, which includes cushions, throws and bedspreads, will enliven your home through exquisite art-like designs. The designs are not only reminiscent of vibrant India but also resonate with all the elegance of modern Indian design.

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