



AyurSatwa

Healing textiles created with
the wisdom of Ayurveda.

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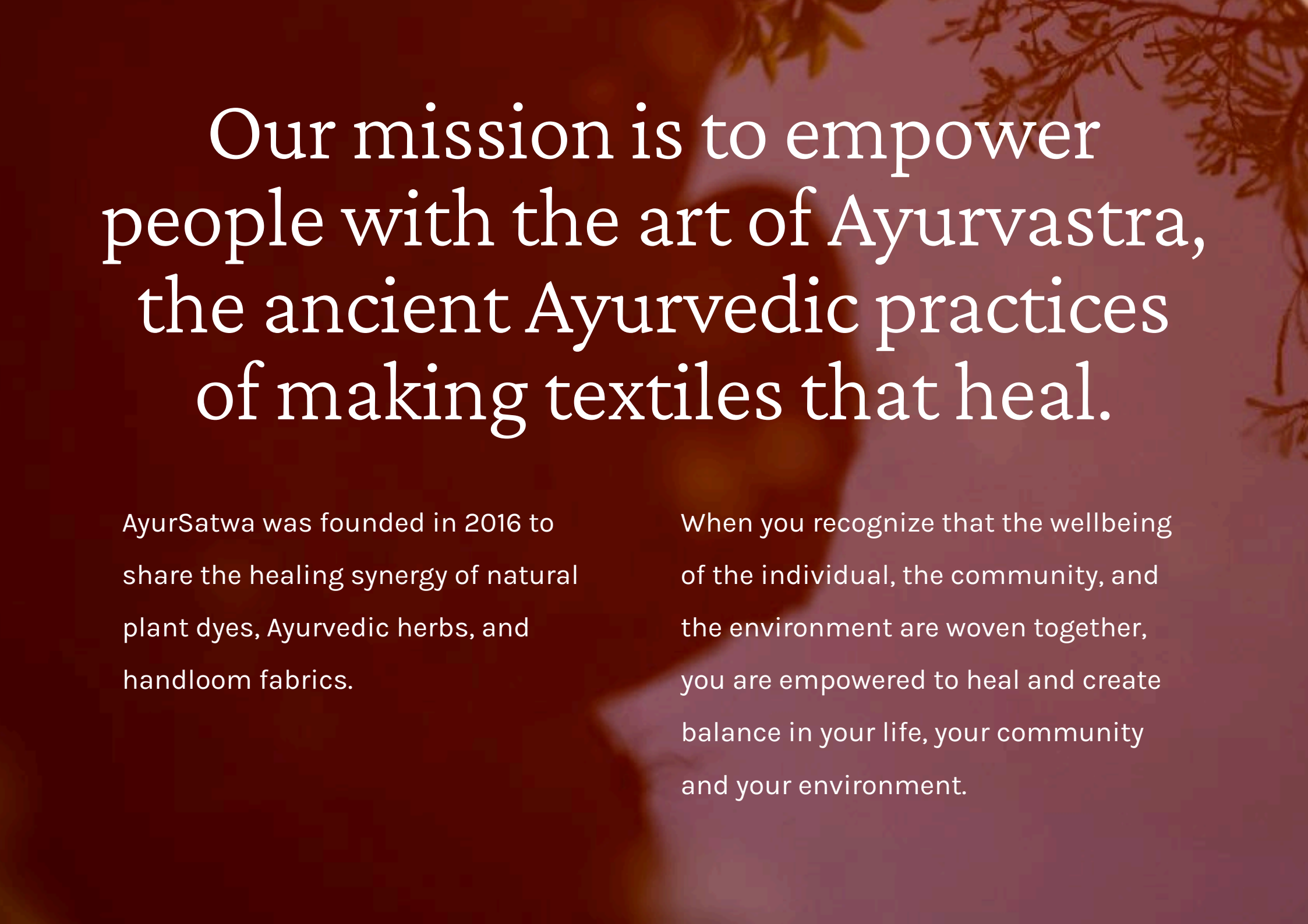
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AyurSatwa

Mission

The background of the entire image is a warm, reddish-brown color. In the upper right corner, there are some dark, leafy branches. The main background image is a person, likely a woman, seen from the side, wearing a light-colored headscarf and a light-colored top, working on a loom. The person's hands are visible, and the loom's structure is partially seen. The overall mood is traditional and focused.

Our mission is to empower people with the art of Ayurvedastra, the ancient Ayurvedic practices of making textiles that heal.

AyurSatwa was founded in 2016 to share the healing synergy of natural plant dyes, Ayurvedic herbs, and handloom fabrics.

When you recognize that the wellbeing of the individual, the community, and the environment are woven together, you are empowered to heal and create balance in your life, your community and your environment.



AyurSatwa

Our Story

The inspiration for AyurSatwa's healing fabrics comes from the family traditions and memories of mother and son duo, Gauri and Shreshth Kuchhal.



Gauri Kuchhal and Shreshth Kuchhal at their workshop in Jaipur, India

Natural plant and medicinally dyed textiles and garments have been an age-old tradition in Gauri's family. Gauri's mother used natural, plant-dyed fabrics to create swaddle cloths and clothing for all infants and young children in the family. This practice was passed down and Gauri followed in her mother's footsteps by making her own turmeric dyed fabrics for her children when they were born.

Gauri went on study and learn the sacred practices of Ayurveda with gurus, masters and practitioners across India. She envisioned a way to share this art and knowledge with the world and AyurSatwa was founded in 2016.

Shreshth joined AyurSatwa in 2019 to grow its reach with successful collaborations with international designers and yoga lifestyle brands.



AyurSatwa

Ayurvedastra

The practices of Ayurvedastra are a rooted in Ayurveda, the holistic system of health and wellness that was developed in ancient India.



Medicinal plants and herbs are used in Ayurveda to impart healing properties.

The goal of Ayurveda is to cultivate good health through physical, mental and spiritual harmony in the individual, her community and in her environment.

Ayurveda treats imbalances in the body with the healing properties of traditional Indian plants and herbs. Specific ratios and combinations of herbs are used according to prescribed methods for medicinal purposes. We follow the practices of Ayurveda to create textiles that nourish and heal wearers, makers, and our planet.

Natural fibres like cotton are spun by hand into threads and dyed with natural plants and Ayurvedic herbal combinations to support health and wellness. The dyed threads are handwoven into various types of textiles and fabrics for every day use.

Today, AyurSatwa follows the practices of Ayurveda to preserve the heritage of creating natural, healing fabrics and offers a way to sustain this art and tradition for future generations.



The primordial elements of water, fire, earth, air and space are all invoked in the process of creating healing fabrics.



Natural Plant Dyes





Our natural plant dyes are extracted from the leaves, roots, barks, stems and seeds of various plants. Natural plant colors range from vibrant to subtle hues and are created without the use of harmful chemicals or toxins.

All of AyurSatwa's dye baths are infused with Kashyam, an extraction of our proprietary blend of 22+ fresh and dried Ayurvedic herbs. The selection and ratio of herbs are curated to have a tridoshic quality and are balancing for Vata, Pitta, and Kapha doshas.

As the Kashyam is added to the natural plant dye bath, it is charged with the invocation of the ancient Vedic hymn, the Gayatri Mantra. The dyed threads are then woven on handlooms by traditional weavers; the weaving process fortifies the healing properties of the herbs into the warp and weft of the finished cloth.

Healing textiles have been used in India since Vedic times to treat wounds, support the immune system, overcome illness and nourish newborn babies.



AyurSatwa

Impact

No Toxins

No Chemicals

No Petrochemicals

No Industrial Waste

No Water Waste



From fibre to finished fabric, we embrace processes that are sustainable, uplift maker communities, nourish the Earth, and empower wearers to choose the best for their body, mind and spirit.

Our products are made using pure cotton, plant dyes and medicinal herbs that are sustainably sourced from small, family owned, organic farms.

Our zero-waste process uses only all natural ingredients and creates a positive impact on the environment by eliminating pollutants so that all by-products of the process like water from dye-baths, and residue from plants and herbs can be recycled into the Earth to replenish the soil and nurture plants.

All our fabrics are handwoven on looms by traditional weavers. AyurSatwa is proud to support families, communities and villages with dignified work that has been practiced for generations.

Industrial fashion is the second largest polluting industry in the world. AyurSatwa offers a real alternative to industrial fashion and empowers consumers, designers, and brands to choose fabrics that nourish wearers and makers, and heal our connection to nature.



AyurSatwa

Creations

We collaborate
with global
designers,
entrepreneurs, and
lifestyle brands
that want to make
a positive impact
with their work.

Our designer-friendly approach encourages businesses to explore how to incorporate healing textiles into their products.

We develop bespoke color palettes for projects, share our Ayurvedic dyeing expertise with clients, and offer low MOQs per design.

- Yoga Mats
- Bolsters
- Bed Linen
- Lounge Wear
- Scarves & Sarongs
- Handloom Towels
- Textiles & Fabrics



















AyurSatwa

Media-Kit

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In Sanskrit, Ayur means health
and Satwa means purity.



AyurSatwa

AyurSatwa supports good health
with the purity of natural plants
and medicinal herbs.