

## Husband-Wife Duo Sets up an Online Store Selling Exclusive Products from Kashmir

Founded by husband-wife duo Mir Saeid and Nasreen Baba, Kashmirica aims to bring the best of Kashmir to the fingertips of the global audience. The product range consists of the luxurious Pashminas, Women's Ethnic Wear, Natural Perfumes, Food & Decor.



**Srinagar, Oct 9, 2020 ([Issuewire.com](http://Issuewire.com))** - A husband-wife duo has recently set up an online store that is poised to take exclusives from Kashmir to the world. Headquartered in Srinagar, the eCommerce website '[Kashmirica](http://Kashmirica)' wasn't just established to provide a platform for people all over the world to buy Kashmiri goods with ease. But, the startup also serves as a means to help and support the incredibly skilled local Kashmiri artisans. These artisans often do not get paid well for what their work is truly worth and are forced to sell it at low prices.

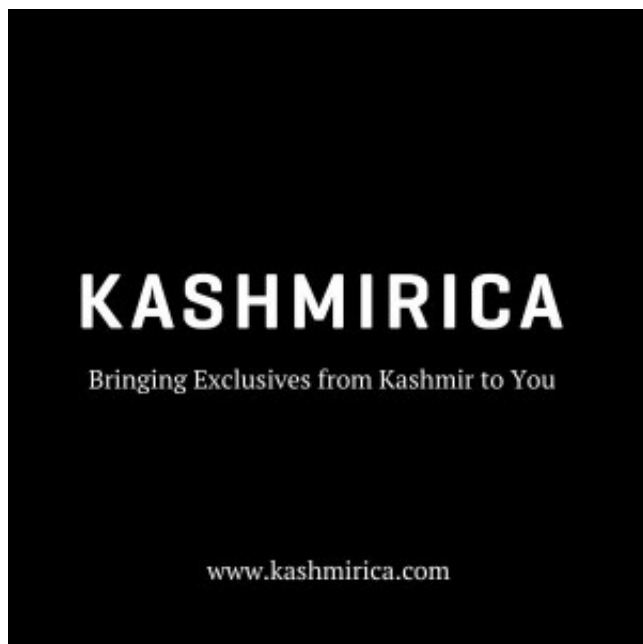
With their startup, the founders have taken a step to help out these artisans who toil hard to keep Kashmir's diverse culture and traditional arts alive. To do so, they have tied up with some of the best local artisans and source products directly from them. In most cases, Kashmirica provides the artisans with the designs, ideas, and the money required to craft these products. The products are then displayed and listed on the website to be sold at honest prices. This has helped many artisans earn a better livelihood and get a fair price for their brilliant work. So essentially, Kashmirica is a social impact brand.

To ensure its authenticity, the founders themselves take care of each and every little process that goes into making a product; right from the raw material stage to the final product. Thus, the quality of each and every item listed on the website is top-notch.

Kashmirica's target audience includes working-class men, women, and proud homemakers across the globe. However, the audience isn't just limited to certain people but anyone and everyone who enjoys genuine handicrafts can buy from the brand. Also for everyone who believes that luxury can only be handmade, Kashmirica is the place

Mir is a Marketing Technologist who has sought his Masters in International Business from a University in England, while Baba has a Master's in Design. While Mir has worked in Asia's best Marketing Companies at a lead position, Baba has always been indulged in her family business of Kashmir Arts. As for the future, the brand is planning to expand its product range even more and extend its reach to more parts of the world. The startup has also planned on launching its mobile app soon.

While many startups or brands run solely for making profits, Kashmirica is staying true to its mission - providing the local Kashmiri craftsmen with opportunities and a platform for them to be able to sell their products on a global level. Adding to it, Kashmirica donates 2.5% of their profits in projects related to upliftment and education of the community. You can visit the store at [www.kashmirica.com](http://www.kashmirica.com)



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