

Ellementry Expands Handcrafted Homeware & Sustainable Décor Across India's Premium Retail Spaces



kolkata, West bengal Apr 20, 2026 (Issuewire.com) - Ellementry, India's premium handcrafted homeware brand, announces expansion of its artisan kitchenware and décor collection to retail destinations across major Indian cities.

We are a premium Indian brand specialising in handcrafted homeware, kitchenware, and artisan home décor, has announced the expansion of its signature product collection to cater to the growing consumer demand for sustainable, design-forward living products. The expansion includes an extended range of terracotta cookware, cocktail barware, serveware, and decorative items now available across flagship retail locations and at ellementry.com.

The brand's latest collection features an extended terracotta and clay cookware range, including clay

pot cookware and mortar-and-pestle sets, reflecting a broader shift in consumer preferences toward health-conscious and eco-friendly kitchen essentials. The collection also introduces expanded dinnerware sets, candle stands, and wall décor items that bring artisan craftsmanship into modern Indian homes.

"At Ellementry, every product is a conversation between the artisan's hand and the contemporary home. This expansion is our commitment to making sustainable, thoughtfully crafted homeware accessible to households across India," said a spokesperson for Ellementry.

The brand, which has steadily grown its presence in India's premium lifestyle segment, is now focusing on broadening its retail footprint within major urban retail destinations including locations in Kolkata, Bengaluru, Kochi, and Delhi NCR. The initiative is part of a wider strategy to deepen accessibility for consumers seeking handcrafted alternatives to mass-produced homeware.

Ellementry's product design philosophy centres on the revival of traditional Indian craft techniques, applied to everyday household items such as butter dishes, cocktail shakers, serving bowls, and decorative wall installations. The brand positions itself within the growing segment of eco-conscious homeware, as Indian consumers increasingly prioritise artisan-made, chemical-free kitchenware over factory-produced alternatives.

The expanded range is available online at [ellementry.com](https://www.ellementry.com), as well as through select retail outlets in premium malls across Bengaluru, Kochi, and Delhi NCR. The brand has also introduced gifting collections suited to corporate and festive gifting requirements, with curated sets spanning kitchenware, bar accessories, and home décor.

Consumers looking for handcrafted dinnerware sets, clay cookware, or artisan home décor can explore the full catalogue at [ellementry.com](https://www.ellementry.com).

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About Ellementry -

Ellementry is an Indian premium homeware brand offering handcrafted kitchenware, serveware, bar accessories, and home décor. The brand's products are designed with a focus on sustainability, artisan craftsmanship, and contemporary aesthetics, and are available across India through its website and retail partners.

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<https://www.ellementry.com/>

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