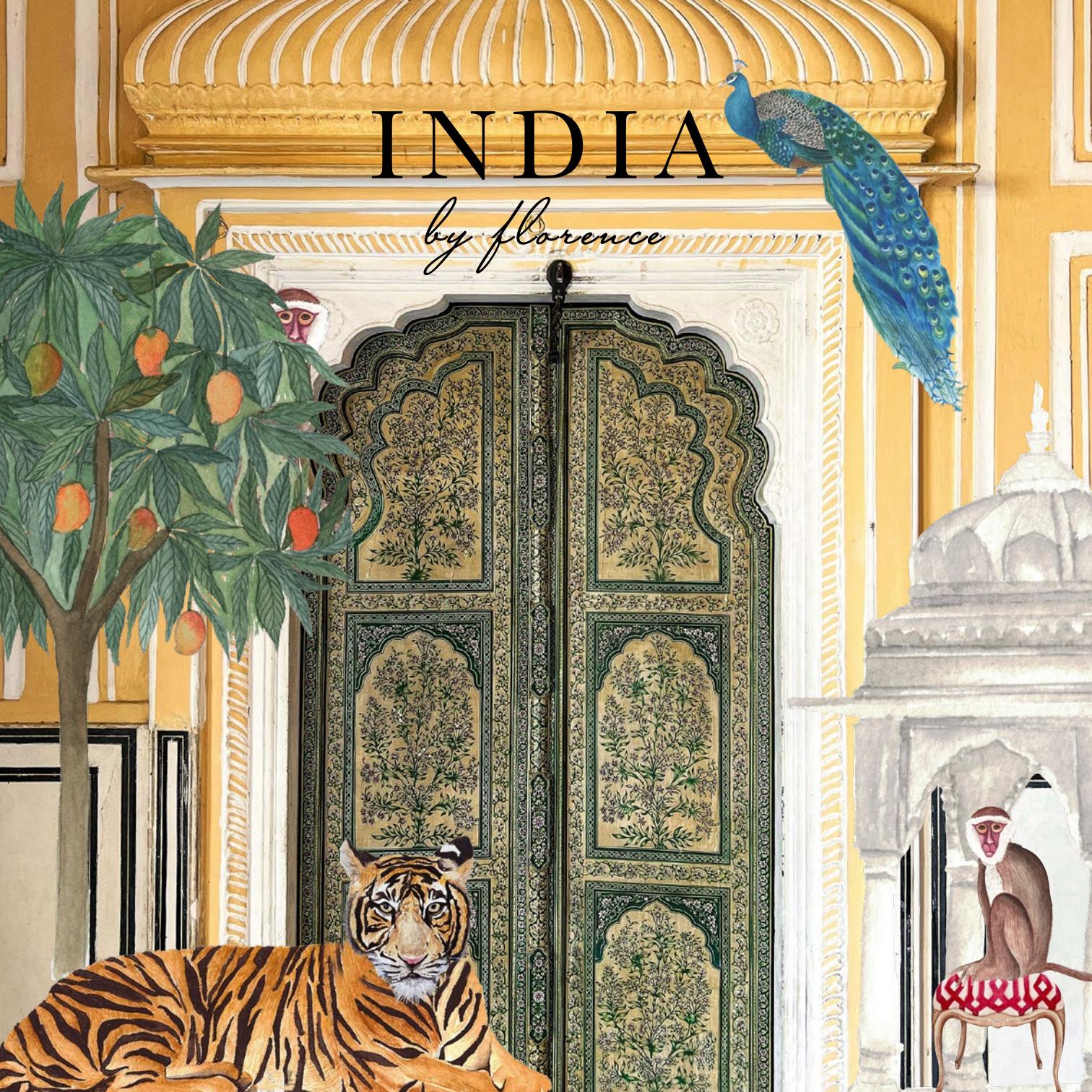


# INDIA

*by florence*



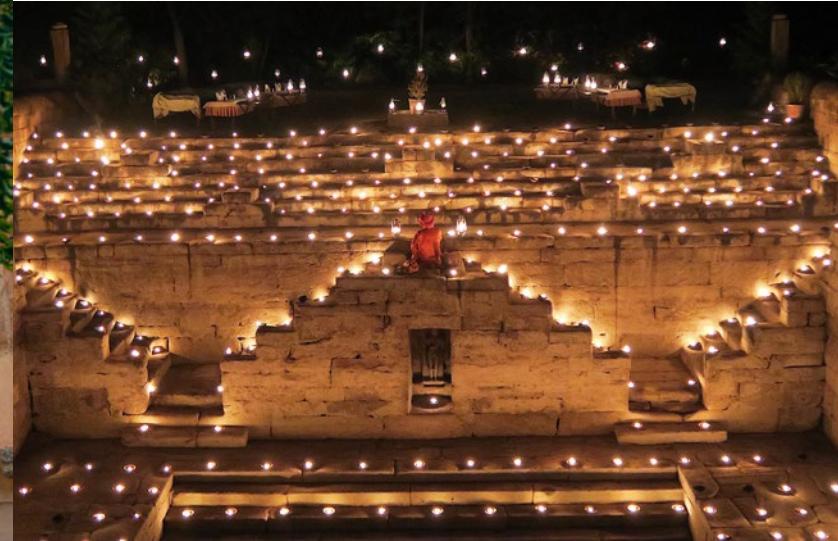
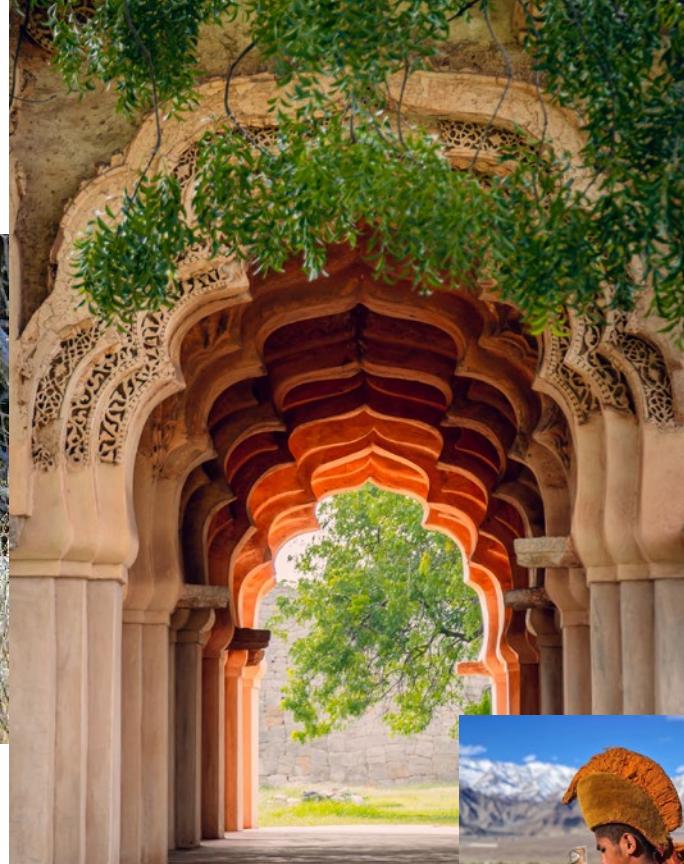
# INDIA

*by florence*

is a small business based on a big passion for India. We curate tailor-made adventures across the Subcontinent, offering exclusive access into the country's hidden corners.

Florence's expertise on India is profound, encompassing not only her exceptional knowledge of the country's hidden treasures and must-visit destinations but also a keen eye for craftsmanship. Each handpicked item in her collection is meticulously chosen from the creations of talented artisans spanning the entire nation. Leveraging her extensive network, Florence has the ability to craft one-of-a-kind itineraries that are truly unforgettable.





INDIA  
*by florence*

# explore

Florence lives in India, and spends much of her time travelling the country, from Ladakh's otherworldly mountains and Jaipur's world-famous markets to the holy city of Varanasi. With her deep, first-hand knowledge, and having experienced all elements of her itineraries herself, she is perfectly placed to advise and arrange cultural and experiential trips. With her finger firmly on the pulse, she knows India's destinations, hotels and experiences inside out.

Just as with her bespoke textile creations, every trip is tailor-made to reflect her client's wants and needs, showcasing the charm, colour and magic of India. Expect carefully curated, custom-

made journeys that will make you want to return time and time again. Florence meets her guests on arrival before introducing them to some of the best guides in the country. She loves sharing her top places to eat and drink in the capital whilst preparing them for their adventure. There is nothing more exciting than planning a trip to India. Please get in touch with Florence to start crafting your Indian odyssey.

Email: [Florence@indiabyflorence.co.uk](mailto:Florence@indiabyflorence.co.uk)  
Call: 07870433219 .





INDIA  
*by florence*  
bespoke



**Weddings:** Let us help you design your perfect day. We can arrange and curate bespoke napkins, colourful tablecloths, beautifully tailored bridesmaid dressing gowns and even bold Rajasthani tents. We love getting to know our clients in order to best provide them with what they are looking for.

**Tents:** Truly unique, our tents are designed and hand-made in Rajasthan to bespoke specifications. We can personalise everything from the colour and the pattern to size and shape. If you have been looking for the ultimate outdoor party palace, then look no further!

**Rugs:** Our rugs (both jute and dhurrie) are all hand-woven in a small village a few miles east of Jaipur. Having met the people

behind these exquisite creations, we can vouch for the care and dedication shown to every single rug, as well as the top quality of the finished products. They look fantastic in any room and we take orders for any size, colour and design you like.



”  
*Working with Florence is an enjoyment in itself. She listens and understands your specifications, going above and beyond to source and produce items you'll keep and cherish forever.*  
— client testimonial 2023





INDIA  
*by florence*  
artisans  
tribute



India by Florence puts supplier's wellbeing at the forefront of what we do. We are dedicated to promoting the work of suppliers such as **Chintu** (above), **Meena, Meena, Sunita and Anita** (left). By working closely with these talented individuals, we are able to verify and regulate that their working conditions are safe and comfortable, whilst celebrating honest and open communication. By advertising their skills internationally, we support their incredible work and for customers shopping at India by Florence, you are helping us to ensure these artisans are secure, supported and happy, whilst preserving their wonderful skills for future generations.





my  
world

Like so many things associated with India, India by Florence came about through a combination of unexpected events and a dash of fate. Prior to the Covid-19 pandemic, Florence worked for seven years at one of the UK's most highly regarded luxury tour operators. Specialising in the Indian Subcontinent, Florence travelled to India twice a year on research trips that spanned the length and breadth of the country.

As for so many, the pandemic led to unforeseen changes, including the ability to travel to India so regularly. Keen to maintain a connection with the country she so knew and loved, Florence decided to bring India to her, back home in Shropshire, through a small collection of unique textiles. India by Florence was born. A year later and a natural extension to her textile and homeware business, she began to offer bespoke travel services for carefully curated individual trips and group tours to India.



# INDIA

*by florence*

To book your tailor-made holiday  
please contact our expert

Email: [Florence@indiabyflorence.co.uk](mailto:Florence@indiabyflorence.co.uk)

Call: 07870433219

