

Handcrafted Fashion & Lifestyle Strength Showcased

Sourcing at Magic, Las Vegas, USA; 11th – 12th August 2026



The EPCH India Pavilion was inaugurated by Mr. Kulwant Singh, Consul – HoC & Community Affairs, Consulate General of India, Los Angeles, in the presence of Dr. A. Shakthivel, Chairman, AEPC

EPCH participated in Sourcing at Magic, Las Vegas, USA held on 11th & 12th August 2026, with a showcase of India's diverse range of handcrafted fashion, lifestyle and accessories. This participation was supported by the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India.

The EPCH India Pavilion was inaugurated by Mr. Kulwant Singh, Consul – HoC & Community Affairs, Consulate General of India, Los Angeles, in the presence of Dr. A. Shakthivel, Chairman, AEPC; Mr. Sanjeev Kr. Sharma, Executive Director, ISEPC; officials of Informa; participating member exhibitors and trade visitors at the Las Vegas Convention Centre.

Mr. Kulwant Singh, along with other dignitaries, visited the EPCH India Pavilion and interacted with participating exporters and Master crafts persons. He appreciated the diverse range of Indian products on display and the live demonstrations highlighting the country's rich craft traditions and skills.

Speaking about the event, Dr. Neeraj Khanna, Chairman, EPCH, said, "the United States continues to be one of the most important markets for Indian handicrafts, lifestyle and fashion accessories. Our participation at Sourcing at MAGIC provided Indian exporters and artisans with a strong international platform to showcase India's diversity, craftsmanship, sustainability and design capabilities before global buyers, retailers and sourcing professionals." He further said, "the global fashion and lifestyle industry is increasingly seeking products that combine contemporary design with authenticity,

craftsmanship, responsible production and distinctive product stories. India has a natural advantage in this space. Through platforms such as Sourcing at MAGIC, our endeavour is to strengthen India's positioning as a reliable sourcing destination and create sustained business opportunities for exporters, MSMEs and artisans across the country's craft clusters.

Mr. Rajesh Rawat, Executive Director, EPCH, said, "Sourcing at MAGIC brings together buyers, sourcing professionals, brands and retailers from the United States and other international markets. EPCH's participation is aimed at converting this global exposure into meaningful business linkages for our member exporters while showcasing the skill and craftsmanship of Indian artisans to an international audience."

Six member exporters participated in this edition, showcasing handmade apparel, leather bags and accessories, leather belts, wallets, leather garments and jackets, recycled garments and other fashion and lifestyle products. To further promote India's traditional handicrafts, EPCH also set up a thematic display featuring live demonstrations by Master crafts persons and artisans, specialising in Ajrakh Hand Block Printing from Kutch, Gujarat; Miniature Painting from Jaipur, Rajasthan; and Phulkari from Punjab. Deputed by the Office of the Development Commissioner (Handicrafts), the live demonstrations provided international visitors with an opportunity to experience India's rich craft heritage and appreciate the skill, creativity and contemporary relevance of its traditional crafts. ■

EPCH Showcases India's Craftsmanship & Handmade Excellence

ASD Market Week, Las Vegas, USA; 25th – 27th August 2026

EPCH's India Pavilion, with the support of the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, was prominently represented at ASD Market Week 2026, which concluded on 27th August 2026 in Las Vegas, USA. The event brought together more than 19 product categories under one platform, offering an extensive sourcing opportunity for retailers, distributors, importers and trade buyers.

The Pavilion showcased a diverse range of Indian products, including handicrafts, home décor, lifestyle products, accessories, gift items and other merchandise, highlighting India's strengths in design, craftsmanship, creativity and product innovation. A thematic display featured live demonstrations by National Awardees deputed by the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India - Padma Shri & Shilp Guru Mr. Munusamy Villianur Krishnan, specialising in Terracotta Crafts; Shilp Guru Mr. Gopal Lal Saini, specialising in Blue Pottery; and Mr. Mahaveer Swami, specialising in Miniature Painting. Two member exporters participated in the event, showcasing home furnishings and handmade carpets.

The India Pavilion was inaugurated by Mr. Kulwant Singh, Consul – HoC & Community Affairs, Consulate General of India, Los Angeles, in the presence of senior officials, representatives of participating organisations and exhibitors at the Las Vegas Convention Centre. Mr. Singh also visited the stalls and appreciated the diverse range of Indian handicraft products and live craft demonstrations by National Awardees.



Mr. Kulwant Singh, Consul – HoC & Community Affairs, Consulate General of India, Los Angeles, inaugurating the India Pavilion at ASD Market Week

The United States is a significant market for Indian handicrafts, home, lifestyle and gift products, and ASD Market Week provided an important opportunity to strengthen engagement with buyers, retailers and distributors. Indian handicrafts offer a distinct advantage through their creativity, craftsmanship, sustainability and adaptability to contemporary design preferences. The participation of India's exporters and Master crafts persons presented the complete story of Indian handicrafts, from traditional skills and heritage techniques to modern, market-oriented products, while enhancing product visibility, developing new buyer linkages and creating long-term business opportunities for exporters and artisans.

The event also brought together a wide spectrum of buyers, including retailers, distributors, importers, e-commerce businesses and specialised stores, making it a relevant platform for Indian handicraft exporters seeking to expand their presence in the US market. Interactions during the fair provided useful insights into buyer requirements relating to pricing, quantities, product customisation, packaging and delivery. Encouraging interest was observed in products combining traditional craftsmanship with contemporary design, functional home and lifestyle applications, sustainable materials, and opportunities for private-label and retail distribution. These insights helped India's exporters further align their collections with the requirements of the US market. ■

