

NEWS IN ARPEL

The American Company Mimiworld has launched a very singular line.

An ancient Indian culture...that makes fashion

Paintings, decorations, metal cast accessories for a collection inspired by the ancient yoga cult and made by Indian craftspeople.

Inspired by the Indian yogini myths, the American Mimiworld brand has launched on the international market a collection of bags, belts, buckles, various trimmings and gift articles which is decidedly unusual. The yogini culture, of which nine temples have been discovered up to now, flourished between the 9th and 13th centuries. In these sacred places Tantric rites were practiced in order to discover and acquire supernatural powers. In fact followers of the cult aimed at control over body and mind, as well as natural elements such as rain, to achieve well being, heal the sick and destroy the powers of evil. All those who practiced it were believed to have the power to heal.

Although there are few remains of the artistic side of the culture, the fascination has inspired Mimiworld – based in Georgia – to re-create the legend in an artistic form, resulting in a product range dedicated to the ancient gestures of the yogini, often intended to overcome demons. The focus is on reproducing the figures found in ancient texts and pictures, featuring both details in brass and copper and the fine painting on leather, fabric and silk. Another source of inspiration is the jewelry seen to adorn ancient statues. The ultimate result is a range of products with mystic but also highly original content of functional design in step with the demands of everyday life. Mimiworld also underlines the eco-friendly quality of the products – all made from natural materials, including vegetable-tanned leather-that are made by specially trained Indian craftspeople, because the company's objective is also to encourage artisan activities in Indian villages.



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The shopping bag and wallet are hand painted - Spilla e un shopping bag e il portafoglio

La società americana Mimiworld ha lanciato una linea molto particolare: ANTICHI MITI INDIANI CHE... FANNO MO

Dipinti, decorazioni e accessori metallici per una collezione ispirata alla dottrina yoga e realizzata da artigiani indiani

Inspirata dai miti indiani degli "yogini", l'americana Mimiworld ha lanciato sul mercato nazionale una collezione di borse, cinture, fibbie, accessori vari e articoli da regalo: molto particolare. L'antico culto dello yoga, di cui finora sono stati scoperti nove tra cui tra il 9° e il 13° secolo. In questi luoghi sacri si svolgevano le pratiche tantriche: scopo ultimo era l'acquisizione di abilità straordinarie, veri e propri poteri soprannaturali praticanti dal culto aspiravano infatti al controllo di corpo e mente, nonché della pioggia, altri elementi naturali, per ottenere benessere, curare le malattie e distruggere il malocchio. Di allora si sono concentrati nella riproduzione di queste figure riprese da testi e foto, sia sotto forma di accessori in ottone e rame che attraverso dipinti fatti da esperti artigiani su pelle, tessuti e seta. Fonti di ispirazione sono state anche le figure dei gioielli di cui questi yogini si adornavano come rivestimenti simbolici. È così che una linea di prodotti di contenuto mistico ma anche estremamente molto originali.