

# BRAND MESSAGING



## HOW WE POSITION OURSELVES

Senses5 provides handmade and authentic artisan goods and crafts rooted in Indian heritage, culture, and artistic legacy. Each unique, exquisite piece is beautifully made, inspired by nature, and created by skilled artisans with great passion. Any of our goods make for a thoughtful and heartfelt gift for someone special.

## OUR VOICE

Authentic  
Creative  
Appreciative

## CORE VALUES



### Fair Trade & Community Investment

At Senses5 we are a fair trade retailer, meaning we provide all of our artists with fair wages that allow them to sustainably continue their craft. We are also invested in their community and bringing attention to it by highlighting it through each artist's work.



### Legacy Craftsmanship

I am committed to providing translations of technical documents that are accurate to the original source text. They must also convey smooth, stylish writing in the target language. If a translation is done properly, the reader should never even know that it's a translation.



### The Hands Behind the Craft

We deeply value and respect the time, dedication, and soul that an artisan puts into their craft. Because of this, we aspire to present the generations of artistry and cultural legacy behind each of our hand-selected pieces so our customers can find meaning and inspiration from how the craft has evolved over centuries to today's modern age.



### Handmade, Unique, & Inspiring Pieces

Each piece presented in our store is hand-selected for its exceptional craftsmanship, generations of legacy, and incomparable designs. Through our one-of-a-kind, handcrafted products, we hope that our customers will see and understand each item's undeniable value and rarity.



### Ecofriendly, Sustainable, & Organic

All of our products are created using organic, sustainable materials that are safe for the environment and the end-user. The colors and materials of all our items are naturally sourced from the earth.

## OUR MISSION

Senses5 is devoted to showcasing culturally rich, environmentally sustainable, and artistically unique handcrafted pieces that originate from artists in India and around the world.

## OUR VISION

To bring awareness to artists with Indian roots and around the world who create unique, handcrafted artisan pieces that showcase their cultural heritage.

# BRAND MESSAGING



## WHO WE ARE

Senses5, a global platform, offers handmade and authentic artisan goods and crafts sourced from India and artists around the world. Each piece is infused with a story of its origin, cultural legacy, and its creator's unique touch. Whether you are in search of a stunning, original piece to beautify your home or desire to gift a special, one-of-a-kind creation to someone equally special, Senses5 has the perfect assortment to select from!

## WHY CHOOSE US



### One-of-a-Kind Gifts

You will not find another piece that is comparable to a Senses5 item. From the sourcing of fabrics, organic materials, stones, and fine metals to the exquisite craftsmanship, each product is authentically unique to the cultural heritage of the artist who crafted it.



### Sustainably Made

At Senses5 we are passionate about preserving the cultural heritage, authentic artistry, and handcrafting traditions that have spanned across generations to create sustainable, organic, and environmentally friendly and safe products.



### Cultural Focus

Senses5 presents the rich cultural traditions and legacy of handcrafted artisan products from around the world, primarily India and its rural areas. Each piece we represent conveys its story of origin, giving it unique value.

## Something Special for Someone Special

Dear Friends,

A warm welcome to Senses5! I'm Ms. Anu Gaur, the creator and founder of Senses5, LLC, an inspiring and creative online store. In 2019, I embarked on this journey to create a global platform to showcase handcrafted artisan designs, home décor, accessories, unique jewelry, aromatherapy, and organic products. These goods represent a story told behind artistry, spanning across the cultural roots, centuries of heritage, and legacy to fit into the modern lifestyle of our customers worldwide.

My dream of creating a global brand that provides exclusive handmade, artistically inspiring, and unique products has come true through Senses5. These products support the environment and bring forth the exceptional value of the handwork of artisans as keepsake traditional and contemporary pieces. I have poured my heart and soul into defining the vision of Senses5, and the opportunity to give back to the artisan community with fair trade value while supporting the earth and our environment.

I have a lifelong passion, curiosity, and love for artisan craftsmanship and handmade art, as well as the techniques behind it. I love using sustainable materials that help create clean, organic, and environmentally safe products. Therefore, the vision of Senses5 was derived and inspired by the five senses described in the Hindu literature called "purāṇa" which means "ancient" literature. These five senses include touch, taste, smell, sight, and sound. They are considered to represent the five fundamental elements of life, constituting light, fire, earth, air, and water. These elements are deeply rooted in Hindu mythology as quintessential attributes for a pure, positive, and harmonious environment in life!

The Senses5 brand, launches and showcases my jewelry line, "SÁRIKA" presenting jewelry designs made of fine metals, semi-precious stones, and sophisticated pieces of the highest quality.

I strongly believe that the artisan's skills behind their craft should be recognized to understand the time, labor, and passion that goes into creating each handmade piece. Therefore, at Senses5, we intend to provide a story behind each product we offer, and to inspire our customers to select a product from our portfolio either for their home or as a gift for someone special in their life! When you buy a product from Senses5 you acquire a beautifully handmade, original piece embedded with a story behind its origination.

At Senses5, we greatly value our customer's loyalty and we aspire to continue creating value with our brand while supporting artisan communities and our environment while serving our customers worldwide.

***From the heart, the best you can get!***

Sincerely Yours,  
Anu