

Shaleen : from India with love !



Merkur regularly highlights the growing dynamism of Luxembourg's entrepreneurial landscape by featuring new businesses. Among them is Shalini Saxena, founder of Shaleen who brings authentic Indian artistry to contemporary global audience. Shaleen works directly with skilled Indian artisans whose techniques and traditions have been passed down through generations. Through thoughtfully curated collections as well as being environmentally responsible, Shaleen offers products that are not only visually distinctive but also ethically produced, through raw organic materials.

How did you come up with this idea?

I came up with this idea based on both my professional experience and my observations after moving to Luxembourg. Having successfully run this business in India for 7 years, I was already familiar with the quality, craftsmanship, and cultural value of Indian handmade and handloom products. After relocating, I noticed that many people in Luxembourg, across Europe, and just in the Western culture itself were interested in products inspired by Indian textiles, fashion, and

craftsmanship. However, these products were often sold through fast-fashion brands at much higher prices and without the authenticity, quality, or connection to the artisans who created them. This inspired me to create a business that offers genuine, carefully selected products directly from India. My goal is to make authentic Indian work more accessible to European customers while supporting skilled artisans and helping preserve traditional crafts and handloom techniques.

Why now?

The timing is right, as there is an even bigger growing need for what we offer. Indian fashion and handloom products are becoming really popular right now (and they have been for decades) because people are looking for unique, handcrafted pieces instead of mass-produced items. There's also a growing appreciation for traditional prints, sustainable fashion, crafted items and cultural designs. That's why this feels like the right time to bring these products to more people. Since this is something I am very interested in, now that I have the experience, resources, and confidence, I can make it happen.













Shalini Saxena aims to make authentic Indian work more accessible to European customers.

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Shaleen products are made in India by skilled Indian artisans whose techniques and traditions have been passed down through generations (copyright : Shaleen)

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Why Luxembourg?

I chose Luxembourg because it's a multicultural country where people value quality, craftsmanship, and unique products. I saw an opportunity to bring authentic Indian fashion and handmade goods to a market where they aren't widely available, while drawing on my experience and connections from India.

What's the next step?

The next step is to establish a physical store in Luxembourg and organise workshops, exhibitions, and cultural events that showcase authentic Indian arts, handicrafts, handloom products, and traditional craftsmanship.

"I hope to create a positive impact on customers, artisans, the countries, and the environment."

[Shalini Saxena]

What are your future plans?

My mission is to promote multicultural appreciation, preserve traditional arts and crafts, support ethical and sustainable practices, and create employment opportunities for artisans both in India and Luxembourg. Through workshops and community engagement, I also hope to encourage and grow the artisan community in Luxembourg, helping people develop skills, appreciate craftsmanship, and connect with the stories and heritage behind handmade products, as well as involve the European and Luxembourgish cultures in these curated items. Also, while providing customers with genuine and exceptional quality and value.

What impact do you hope to make?

I hope to create a positive impact on customers, artisans, the countries, and the environment. For customers, I want to provide access to authentic, high-quality handmade and handloom products that reflect India's rich cultural heritage and craftsmanship, which are being bought through secondary sources. I want to offer a trustworthy alternative to mass-produced fast-fashion products and help people appreciate the stories, skills, and traditions behind each item. For artisans, my goal is to create sustainable opportunities by connecting their work with international markets. By promoting genuine handcrafted products, I hope to preserve traditional skills, support artisan communities, and ensure that talented craftspeople receive fair recognition for their work. I am also committed to encouraging more sustainable lifestyles by promoting eco-friendly alternatives to plastic in some of our products. Wherever possible, I aim to offer products made from natural and reusable materials such as clay, textiles, and other traditional materials that can replace plastic items in everyday life, including household products, containers, and bottles, as well as shopping bags.

In the future, I plan to organize workshops and cultural events in Luxembourg, creating opportunities for local artisans and creative professionals to learn, collaborate, and share skills. These initiatives can help generate employment opportunities, strengthen cultural exchange between India and Luxembourg, and promote sustainable craftsmanship.

Ultimately, I want my business to serve as a bridge between India and Luxembourg: supporting artisans, preserving cultural heritage, reducing environmental impact, and encouraging more ethical and sustainable consumer choices.

“These initiatives strengthen cultural exchange between India and Luxembourg and promote sustainable craftsmanship.”

[Shalini Saxena]

What do you think your company will look like in 10 years' time?

In 10 years, I envision my company becoming a well-recognized brand in Luxembourg and across Europe for authentic, ethically sourced handcrafted products from India. I hope to build a strong network of artisans and suppliers, bringing a wider range of high-quality handmade and handloom products to customers while maintaining authenticity and fair-trade values. I also aim to establish a cultural and creative hub that connects India and Luxembourg through workshops, exhibitions, and artisan collaborations. By working with local artists and craftspeople, I hope to create new job opportunities, encourage skill-sharing, and promote cultural exchange between the two countries. Most importantly, I want the company to be known not only for its products but also for its positive social impact—supporting artisans, preserving traditional craftsmanship, creating employment opportunities, and strengthening the cultural and economic connection between

Luxembourg and India. My goal is to build a business that helps artisans gain international recognition while making authentic craftsmanship more accessible to customers across Europe.