BROWN GIRLS, MONEY MOVES



The Spicy Brown Girl *Black Friday* Gift Guide

423 brands from our community, most founded by South Asian women.
Every category. One list. Every name and link is clickable.

HOLIDAY 2026

BEFORE YOU SCROLL

This Black Friday, spend like you *invest.*

Most of these brands are small. A lot are new. And this is the one week of the year when a single order moves the needle for them in a way it never will for the brands that have never heard of a dupatta.

Each listing has what the brand makes, what to start with, and the offer when we have it. Deals run Black Friday through Cyber Monday unless the listing says otherwise. Codes and dates come from the brands themselves; confirm at checkout.

Founder? See your brand without your Black Friday offer?

Fill out this form to submit your offer and we'll add it to the guide.

tally.so/r/LD9R1p

SUBMIT YOUR OFFER

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Brown Girl Angels Portfolio Companies

Before anyone else was writing checks to these founders, Brown Girl Angels was. These 6 are in the portfolio. Shop them first.



Diaspora Co.

Single origin spices and blends sourced directly from small family farms in India and Sri Lanka, founded by Sana Javeri Kadri.

START WITH Mini Holiday 6 Pack, Hot Cocoa Masala, Masala Chai, the Hella Spicy Tote

THE DEAL 20% off sitewide, Black Friday through Cyber Monday

diasporaco.com



Sahajan CANADA

Sahajan creates Ayurvedic skincare grounded in traditional ingredients and modern formulation, founded by Lisa Mattam.

START WITH Essential Cleansing Oil, Radiance Face Serum, Golden Glow Eye Balm

THE DEAL 20% off sitewide, Nov 23–30

THE DEAL Free Ritual Body Oil on orders of $125+ USD / $150+ CAD

shopmy.us @sahajanskincare



The Saree Room CANADA

The Saree Room offers sarees, skirts, blouses, suits and accessories for South Asian dressing, founded by Sofi Kassam.

START WITH Azure Velour Blouse

THE DEAL Up to 50% off sale items, Nov 27 to 30 (members from Nov 23). Free shipping on orders $150+ USD.

thesareeroom.com @thesareeroom



WashWise

WashWise makes garment care products for refreshing lightly worn clothing between washes, founded by Maria Menezes. The Reset Spray neutralizes odors, releases wrinkles and lightly cleans fabric.

START WITH Reset Spray

THE DEAL Buy two full size Reset Sprays, get one free — leading up to Black Friday

THE DEAL 25% off sitewide Black Friday weekend

washwise.com

Devin

Devin

Devin is developing an intimate wellness device paired with a personalised audio app, cofounded by Morgan Hewett and Seema Lakhani. New brand alert.

START WITH Devin device (reserve now)

PRESALE New brand alert: $0 today, $199 when your Devin ships (estimated 2027). Cancel anytime before shipment.

devintoys.com



Marlow CANADA

Toronto period care brand making organic cotton tampons paired with a pH balanced, water based lubricant for easier insertion, cofounded by Nadia Ladak and Harit Sohal.

START WITH Lubricated tampon kit

COMING SOON Details coming soon.

wearemarlow.com @wearemarlow

ALSO IN THE PORTFOLIO Brown Girl Magazine · The Juggernaut · MUBI · Neythri Futures Fund · Spice Capital · Tydra Labs

Disclosure: Brown Girl Angels members have invested in these companies. Featured for discovery, not as investment advice.

Built by brown girl *angels*

The women writing the checks are also running businesses. These 4 belong to Brown Girl Angels members.

With Uma CANADA

With Uma offers alcohol free, water based perfumes handcrafted in India and inspired by South Asian fragrances, founded by Rashmi Bhambhani.

START WITH Chai aur Champagne

THE DEAL 20% off with code BFCM20.

withuma.com @withumalabs

Oat Productivity USA

Oat Productivity makes undated paper planners built on sprint style goal setting: six monthly spreads, weekly sprints, wellness tracking and daily gratitude.

START WITH The Oat Agility Planner

THE DEAL $5 off with code BLACKFRIDAY5 on Nov 27.

oatproductivity.com

HYVE USA

HYVE makes household cleaning concentrates powered by beneficial bacteria, founded by biologist Shreya Patel in Austin, Texas. Mix with water, clean the grime, keep the good bacteria.

START WITH HYVE cleaning concentrates

Black Friday offer TBD — worth it anyway.

hyveclean.com

Piya Beauty USA

Piya Beauty makes organic bar soaps and skincare that pair Ayurvedic tradition with science backed formulation, founded by Sunita Shastri.

START WITH Organic bar soaps

THE DEAL Free shipping on orders over $25.

piyabeauty.com

Founded by members of our investor community; these are not Brown Girl Angels investments.

Beauty

Ayurvedic skincare, haircare, color made for melanin and perfume that smells like home.

5 AM Club

An independent beauty brand. Tap through to see their latest skin, makeup and self care picks.

Black Friday offer TBD — worth it anyway.

5amclubskin.com @5amclub_skin

Amalgam

An independent beauty brand. Tap through to see their latest skin, makeup and self care picks.

Black Friday offer TBD — worth it anyway.

amalgamofficial.com @amalgamhaircare

Amoureux Beauty USA

Skincare made for sensitive and reactive skin, founded by Jeanine Mojum. Fragrance free, clinically tested formulas that aim to be gentle yet effective on texture and pigmentation.

START WITH Soft Start Duo

Black Friday offer TBD — worth it anyway.

amoureuxbeauty.com @amoureuxbeauty

Aste Wellness USA

Aste Wellness offers small batch botanical skincare rooted in Ayurveda.

START WITH The Golden Hour Duo

THE DEAL 10% off your first order through signup; free shipping over $100.

astewellness.com @astewellness

Baréskin SINGAPORE

A homegrown Singapore skincare label founded by Sabina Munshi, with a clean, climate friendly range including a cleanser and a jojoba based facial elixir.

START WITH Glacial Cleanser

Black Friday offer TBD — worth it anyway.

bareskin.sg @bareskinsg

Beauty Cleanse Skincare UK

London skincare that pairs ancient plant wisdom with upcycled superfoods to restore the skin barrier.

START WITH Pink Ubtan powder cleanser and face mask

Black Friday offer TBD — worth it anyway.

beautycleanseskincare.com @beautycleanseskincare

Bindtbeauty INDIA

Bindt Beauty makes makeup with skincare inspired ingredients, including lip products and multi use colour.

START WITH Hydra Tint Lip Cream

THE DEAL Buy two for 30% off.

bindtbeauty.com @bindtbeauty

Blume CANADA

Blume offers skincare essentials including acne care for sensitive skin.

START WITH Meltdown Acne Oil Treatment

THE DEAL Up to 50% off sitewide plus free gifts, Nov 4 to 30.

blume.com @blume

ByErim UK

ByErim offers UK made hair and beard care inspired by Ayurvedic principles.

START WITH Hair Oil

THE DEAL 2 Step Beard Kit displayed at £65, previously £75.

byerim.com @byErim

Citrus Tree LLC USA

Citrus Tree makes handcrafted, plant based soaps and skincare in Bothell, Washington.

START WITH Handmade Lotion Bars

THE DEAL Free US shipping on orders over US$75.

citrustreesoap.com @citrustreesoap

Club gulal USA

Club Gulal offers US manufactured makeup formulated with fruit and herb oils.

START WITH Lipstick

THE DEAL Free US shipping with code CLUBGMEMBER, no minimum order.

clubgulal.com @club.gulal

Daybird USA

Daybird makes skincare, makeup and sunscreen hybrids that combine serum, moisturizer, SPF and tint.

START WITH 4 in 1 Serum Skin Tint

Black Friday offer TBD — worth it anyway.

daybird.co @daybird

Delhicious UK

Delhicious translates South Asian beauty rituals and traditional ingredients into skin, hair and scalp care.

START WITH Rich Roots Hair & Scalp Growth Oil

THE DEAL 10% off your first order when signing up to Delhi Mail.

delhiciousbody.com @delhicious_body

Dewdrop skincare SOUTH AFRICA

Dewdrop Skincare is a South African skincare brand rooted in Ayurvedic rituals.

START WITH Hydrating Saffron Serum

THE DEAL Free shipping over R1,000; The Signature Collection displays 20% off.

dewdropskincare.co.za @dewdrop_skincare

Diana's Candles and Soaps LLC USA

Diana’s Candles and Soaps is a family business making handmade candles and cold process soaps.

START WITH Acne’s Worst Enemy Facial Bar

Black Friday offer TBD — worth it anyway.

dianascandles.com @dianas_candles_soaps

Dr AKP Skincare UK

Dr AKP Skincare is a natural skincare range created by GP Dr Aneka K Patel, built around Manuka Honey with a different plant oil in each product. The range covers cleanser, toner, serum, day cream and night cream, with rose for brightening, chamomile for calming, jasmine for balancing and lavender for relaxing skin.

START WITH Manuka Lavender Night Cream

Black Friday offer TBD — worth it anyway.

dr-akp.com @drakpskincare

Dr Dilly UK

Dr Dilly offers doctor developed body care for sensitive and reactive skin.

START WITH Skin Barrier Rejuvenation Cream

THE DEAL 20% off your first order (excludes sets, discovery sizes and other promotions).

drdilly.com @drdillyofficial

Efpy USA

Efpy makes microdose wellness lip balms infused with vitamins, amino acids and botanicals for calm, focus and energy. Each balm is a small batch lip balm made in the USA with a nourishing shea butter base.

START WITH Efpy Calm micro dose lip balm, Efpy Perk micro dose lip balm, Efpy Curb micro dose lip balm

Black Friday offer TBD — worth it anyway.

efpybeauty.com @efpybeauty

Fable and Mane USA

Fable & Mane offers hair and scalp care inspired by Ayurveda and Indian hair rituals.

START WITH HoliRoots Hair Oil

THE DEAL Volumizing Shampoo & Conditioner Duo displays 10% off.

fableandmane.com @fableandmane

Feather & Bone USA

Feather & Bone offers plant based skincare for mothers and babies, with formulas centered on three plant ingredients.

START WITH Face Gems

THE DEAL Free shipping on orders over $50.

featherandboneco.com @feather.bone

Future Face CANADA

Future Face pairs topical skincare with daily skin nutrition supplements.

START WITH 365 SkinDrench Moisturizer

THE DEAL Free shipping across Canada on orders above C$100.

futureface.ca @_futureface

GheeRoots USA

GheeRoots makes Ayurvedic skincare centered on 100 times washed A2 Vedic ghee. Its range includes face serums, creams, lip balms and a cleansing gel made with natural botanical ingredients.

START WITH Luminous Oil Serum, Intensive Nourishment Soufflé Crème, Ultra Hydrating Lip Balms

Black Friday offer TBD — worth it anyway.

gheeroots.com @gheerootskinbeauty

Ghlee CANADA

Ghlee offers ghee based skincare inspired by a traditional South Asian moisturizing ingredient.

START WITH Muscle Recovery Balm

THE DEAL 10% off your first order.

ghlee.com @shopghlee

Hazina USA

Luxury Ayurvedic skincare for skin that's changing in midlife, with 24K gold leaf, Kumkumadi, saffron and a traditional Kansa wand, founded by Rinku Wadhwani.

START WITH Glow Ritual Box

THE DEAL 25% off on Amazon from Nov 19 to 30, plus a free Kansa wand with the Glow Ritual Box or any two products.

hazinas.com @hazinasbeauty

Heirloom Beauty CANADA

A skincare brand from pharmacist founder Hina Limbada, with ranges organized by age and skin need, from teen acne care to mature skin. Launched in 2024 in the US and Canada.

START WITH PRESERVE and REVERSE lines

Black Friday offer TBD — worth it anyway.

discoverheirloom.com @discoverheirloombeauty

Hollywood Henna USA

Hollywood Henna offers henna art for parties, events and bridal celebrations, plus handmade natural henna cones and plant based henna hair color made with organic ingredients.

START WITH 10 Handmade Henna Cones, All In One Henna Kit (5 cones), Black Henna Hair Dye Kit

Black Friday offer TBD — worth it anyway.

hollywoodhenna.com @hollywoodhenna

Iira USA

IIRA offers vegan vitamin C skincare, including products focused on dark spots and hydration.

START WITH Hyper C Dark Spot Serum

THE DEAL Barrier Repair Cream buy one get one free pre launch offer.

iiraskins.com @iiraskins

indē wild USA

indē wild offers Ayurvedic inspired skin and haircare founded by Diipa Khosla.

START WITH Champi Hair Oil

THE DEAL Free Clip & Go Charm with purchase; free shipping at US$40.

indewild.com @indewild

Inherited Skincare UK

Inherited Skincare makes ghee based Ayurvedic skincare in small batches in the UK.

START WITH Deep Nourishing Cream

THE DEAL Free UK shipping on orders over £55.

inheritedskincare.com @inheritedskincare

Jatra Naturals Skincare

An independent beauty brand. Tap through to see their latest skin, makeup and self care picks.

Black Friday offer TBD — worth it anyway.

jatranaturals.com @jatranaturals

Jaya Skincare USA

JAYA offers Indian inspired, Brooklyn made skincare with nutrient rich ingredients.

START WITH Liquid Gold Face Serum

THE DEAL Free shipping on orders $75+; Daily Nourishment Duo displayed at $85, previously $91.

shopjayaskin.com @shopjayaskin

Jaysrii

An independent beauty brand. Tap through to see their latest skin, makeup and self care picks.

Black Friday offer TBD — worth it anyway.

jaysrii.com @jaysrii.official

Kalaa CANADA

Kalaa makes organic skincare and self care products inspired by Ayurvedic and Indian herbal traditions, using plant based ingredients. Its signature Khadi Traditional line supports local artisans and keeps ancient Indian beauty rituals alive in modern routines.

START WITH Sandal Turmeric Moisturising Lotion

Black Friday offer TBD — worth it anyway.

kalaastore.com @_kalaastore

Karanja Beauty USA

Ayurvedic skincare for sensitive and reactive skin, built around calming karanja oil.

START WITH Green Gold Treatment Serum

Black Friday offer TBD — worth it anyway.

karanjabeauty.com @karanjabeauty

Kindia Beauty USA

Kindia Beauty offers Ayurvedic inspired skincare, including hydrocolloid pimple patches and hydrogel masks.

START WITH GlowGel Hydrocolloid Pimple Patches

THE DEAL Free domestic shipping on orders over $30.

kindiabeauty.com @kindiabeauty

Kulfi USA

Kulfi makes colour cosmetics inspired by South Asian culture and designed for a range of skin tones.

START WITH Staining Lip Oil

THE DEAL A Rosy Affair set displayed at $34, previously $48.

kulfibeauty.com @kulfi.beauty

Lion Pose USA

Lion Pose offers skincare organized around serums, sun protection and moisturizers.

START WITH Everything Bundle

THE DEAL Everything Bundle displayed at $157, previously $197.

lionpose.com @lionpose

Live Tinted USA

Live Tinted offers makeup, skincare and sun protection designed for a broad range of complexions.

START WITH HUEGUARD Skin Tint SPF 50 Mineral Sunscreen

THE DEAL Free shipping on orders $40+.

livetinted.com @livetinted

LotiBloom

An independent beauty brand. Tap through to see their latest skin, makeup and self care picks.

Black Friday offer TBD — worth it anyway.

lotibloom.com @lotibloom

Love, Indus USA

Indian beauty 2.0: India's rare regional ingredients, reimagined with New York lab science, founded by Surbhee Grover.

START WITH Velvet :08 Broadway Bright Detox Mask

THE DEAL 25% off all bundles and sets from Nov 20, plus a free Velvet :08 mask on orders over $250 from Nov 26.

loveindus.com @loveindus

Lushka Cosmetics UK

Lushka Cosmetics is a trichology led scalp, hair, lash and brow care brand founded by Samantha Parkash Singh after her own hair loss journey. It sells peptide powered botanical products designed to support scalp health and stronger, fuller looking hair.

Black Friday offer TBD — worth it anyway.

lushkacosmetics.com @lushka_cosmetics

Mango People USA

Mango People makes multifunctional makeup with botanical oils and Ayurvedic inspired ingredients.

START WITH Hydrating Glossy Lip Stain

Black Friday offer TBD — worth it anyway.

mangopeopleofficial.com @mangopeoplecosmetics

Minki Hair Care CANADA

Minki Hair Care offers Ayurvedic haircare inspired by family rituals. Its hair oil combines four oils and nine herbs.

START WITH Minki Hair Oil

THE DEAL Free US and Canada shipping.

minkihaircare.com @minkihaircare

Monaesi Skincare

An independent beauty brand. Tap through to see their latest skin, makeup and self care picks.

Black Friday offer TBD — worth it anyway.

monaesiskincare.com @monaesiskincare

Mooie'z Et Pure USA

Mooie'z Et Pure offers skincare positioned for menopausal skin and positive aging.

START WITH MenoSoothe Age Rescue Elixir

Black Friday offer TBD — worth it anyway.

mooiezetpure.com @mooiez_et_pure

Motif Skincare USA

Motif offers a doctor formulated skincare system focused on long term skin health.

START WITH Abundance Plumping Phytoceramide Cleansing Mask

THE DEAL Subscribe for 15% off every order, free US shipping and a gift with first purchase.

motifskincare.com @motif_skincare

Nehal & Co. USA

Nehal and Co. makes undertone focused luxury foundation built to match warm, neutral, olive and cool undertones without an orange or gray cast. Its formulas are dermatologist tested, non comedogenic, fragrance free, vegan and cruelty free.

START WITH Golden Touch Foundation

Black Friday offer TBD — worth it anyway.

nehalco.com @nehalco

Nisva Skincare USA

Science backed skincare formulated for Indian and South Asian skin, built around dullness and uneven tone, founded by Shefali Raghavan and Nishtha Singh.

START WITH Nisva skincare set

THE DEAL Skincare set on sale now.

nisvaskincare.com @nisvaskincare

Noori Skincare USA

Clean, pharmacist formulated skincare for tweens, teens and sensitive skin, ages 8 and up, made in the USA by pharmacist and mom Amber Chaudhry.

START WITH Girl & A Goat Moisturizer, or the Pair to Share two jar set

THE DEAL 30% off everything with code BGMM30, just for the Brown Girls Money Moves community, Nov 27 to 30. Free shipping on every order.

glowwithnoori.com @glow.with.noori

Nuraé USA

Nuraé makes limited edition seasonal luxury gift boxes filled with globally sourced self care items such as a gratitude mug, tallow cream, oud, argan oil and a face mask. The boxes come in small, medium and spring editions and are sold through the brand's Etsy shop.

START WITH NURAÉ Luxury Gift Box Small, NURAÉ Luxury Gift Box Medium, NURAÉ Luxury Spring Gift Box

Black Friday offer TBD — worth it anyway.

etsy.com @nurae.us

Plantkos USA

Pharmacist developed skincare that hydrates, protects and calms at the same time, so you need fewer products. Four formulas are certified microbiome friendly by Labskin.

START WITH Triple C Serum, the best seller

THE DEAL 35% off sitewide Nov 20 to 30, applied at checkout. Free US shipping over $60.

plantkos.co @plantkos

Poc Beauty AUSTRALIA

POC Beauty creates skincare and colour cosmetics for melanin rich skin, made in Australia.

START WITH The Brightening Lip Scrub

THE DEAL 10% off your first order of A$75 or more.

pocbeauty.com.au @p_o_cbeauty

purehue™ Cosmetics USA

purehue makes vegan lip color focused on comfort and care, including lipsticks, lip tints and lip oil. A portion of every purchase supports environmental causes through 1% for the Planet.

START WITH Lip Tints

Black Friday offer TBD — worth it anyway.

purehuecosmeticsllc.com @purehuecosmetics

RANAVAT

South Asian heritage inspired skin and haircare founded by Michelle Ranavat, combining Ayurvedic ritual inspiration with contemporary formulations.

START WITH Signature Skin Discovery Set

THE DEAL Signature Skin Discovery Set: save 41%.

ranavat.com

The Rani Glow USA

The Rani Glow is a retailer of skin, hair and body care products.

START WITH Absolute Radiance Brightening Serum by LUVIH

THE DEAL Email signup offers 200 points ($10 value) toward a first order; free US shipping.

theraniglow.com @theraniglow

Reika UK

REIKA Botanics offers Ayurvedic inspired haircare, including pre wash hair oils.

START WITH Hair Growth Oil

Black Friday offer TBD — worth it anyway.

reikabotanics.com @reikabotanics

Reshma Beauty

An independent beauty brand. Tap through to see their latest skin, makeup and self care picks.

Black Friday offer TBD — worth it anyway.

reshmabeauty.com @reshmabeauty

Resèt UK

Resèt offers pharmacist formulated haircare for thinning hair and scalp care.

START WITH Stimulating Scalp Serum

THE DEAL Grow & Transform Kit displayed at £76, previously £85; free UK shipping over £45.

weareresset.co @weareresset.co

Rock Melan AUSTRALIA

Rock Melan offers skincare formulated for skin of colour by Australian trained cosmetic doctors.

START WITH Dewy Glow Serum

THE DEAL Sister Glow Bundle displayed at $310, previously $330.

rockmelan.com @rockmelan

Ruhveda USA

RUHVEDA is a fragrance house inspired by Indian cultural stories, craft and heritage.

START WITH Mango Muse by Sheena Melwani

Black Friday offer TBD — worth it anyway.

ruhveda.com @ruhveda

Saabuni UK

Ritual led skincare and self care rooted in Ayurvedic principles, founded by Naseema Adam.

START WITH Saabuni ritual set

THE DEAL Up to 30% off sitewide, their one sale of the year.

saabuni.co.uk @saaabuni

Sage & Veda USA

Sage & Veda offers topical wellness products combining traditional ingredients with modern formulation.

START WITH Amrit Face & Body Oil

THE DEAL 10% off your first order; mystery gift over $50 and free shipping over $75.

sageandveda.com @sage.and.veda

Sahajan CANADA

BACKED BY BROWN GIRL ANGELS

Sahajan creates Ayurvedic skincare grounded in traditional ingredients and modern formulation, founded by Lisa Mattam.

START WITH Essential Cleansing Oil, Radiance Face Serum, Golden Glow Eye Balm

THE DEAL 20% off sitewide, Nov 23–30

THE DEAL Free Ritual Body Oil on orders of $125+ USD / $150+ CAD

shopmy.us @sahajanskincare

Sapphire Botanics CANADA

Sapphire Botanics makes whole plant botanical skincare for sensitive, reactive skin.

START WITH Bio Retinol Elixir

THE DEAL Take the quiz for 10% off your first order; free shipping on orders over $50.

sapphirebotanics.com @Sapphirebotanics

Seenaya USA

Seenaya is a mother daughter founded skincare brand inspired by Pakistani beauty rituals.

START WITH Brightening Serum

THE DEAL 10% off your first purchase.

seenaya.com @seenayaofficial

Shai Active Ayurvedic Skincare AUSTRALIA

SHAI offers Ayurvedic skincare combining plant based herbs with botanical actives.

START WITH Renew Daily Hydrating Serum

Black Friday offer TBD — worth it anyway.

shaiskincare.com @shai.skincare

SHAZ & KIKS USA

Modern Ayurvedic haircare that starts at the scalp, with plant rich rituals for long term hair health.

THE DEAL 20% off sitewide and up to 30% off bundles, Nov 23 to Dec 1.

shazandkiks.com @shazandkiks

Sift USA

Sift makes South Asian inspired skincare and personal care informed by Ayurvedic recipes.

START WITH Gulabi Exfoliating Mask

Black Friday offer TBD — worth it anyway.

withsift.com @withSift

Sisters and Lab LLC USA

Small batch, Ayurveda guided skin, hair and body care that started with a mother's search for gentle care for her son's sensitive skin, founded by Marmarin Virani.

START WITH Sisters & Lab body care

THE DEAL 25% off orders over $50 with code 25off50, plus a free hand painted mirror made by artisans in Bangladesh.

sistersandlab.com @sistersandlab

Solid Fragrance Bomb

Solid Fragrance Bomb makes alcohol free, all natural solid colognes and perfumes for men and women, travel friendly and TSA safe.

Black Friday offer TBD — worth it anyway.

solidfragrancebomb.shop @solidfragrancebomb

Sonela Beauty

An independent beauty brand. Tap through to see their latest skin, makeup and self care picks.

Black Friday offer TBD — worth it anyway.

sonelabeauty.com @sonelabeauty

Squigs USA

Squigs offers haircare powered by Ayurvedic ingredients and inspired by mood boosting self care rituals.

START WITH Gooseberry Delight Hair Oil

THE DEAL 10% off newsletter signup.

squigsbeauty.com @squigsbeauty

Thamarai Cosmetics CANADA

Thamarai Cosmetics offers makeup designed for a range of skin tones, including lipstick and lip gloss.

START WITH Silk Satin Lipsticks

Black Friday offer TBD — worth it anyway.

thamaraicosmetics.com @thamaraicosmetics

Thara Sacra USA

Aromatherapy and ritual self care, founded by Tara Gangadharan.

START WITH Ritual oils

THE DEAL Up to 30% off Black Friday through Cyber Monday.

tharasacra.com @tharasacra

thelemonsugar USA

thelemonsugar makes DIY henna kits for events, with natural henna cones, custom stencil stickers, and a setting spray. Its cones are handmade from henna leaves sourced from India and are described as 100 percent natural and chemical free.

START WITH DIY Henna Kits

Black Friday offer TBD — worth it anyway.

thelemonsugar.com @thelemonsugar

Torr Beauty inc CANADA

Torr Beauty offers Canadian made skincare formulated with Ayurvedic herbs.

START WITH Saffron Radiance Moisturizer

Black Friday offer TBD — worth it anyway.

torrbeauty.com @torr_beauty

UMM Skincare

UMM Skincare makes Ayurveda inspired luxury bath and body care, including its Elevated Bathing Rituals collection made with 24K gold and rare Indian botanicals. Founded by Anisha Vinjamuri.

Black Friday offer TBD — worth it anyway.

ummskincare.com

Unearth Beauty UK

Unearth Beauty offers vegan, cruelty free beauty products designed to enhance natural features.

START WITH Bounce Back Curl Enhancing Cream

Black Friday offer TBD — worth it anyway.

unearthbeauty.com @unearthandco

Varu Beauty UK

VARU Beauty makes clean colour cosmetics formulated for sensitive skin. Every product is halal certified, vegan and cruelty free, and is made by founder Jigna Varu, a trained chemist and makeup artist.

Black Friday offer TBD — worth it anyway.

varubeauty.com @varubeautyofficial

Vedicéa

An independent beauty brand. Tap through to see their latest skin, makeup and self care picks.

Black Friday offer TBD — worth it anyway.

vedicea.com @vediceaskinrituals

Visha Skincare

Skincare made for South Asian skin by Memphis dermatologist and Mohs surgeon Dr. Purvisha Patel, for dark spots, fine lines and uneven texture, plus a Mommy line for melasma and other pregnancy skin concerns.

Black Friday offer TBD — worth it anyway.

vishaskincare.com

With Uma Labs CANADA

With Uma offers alcohol free, water based perfumes handcrafted in India and inspired by South Asian fragrances, founded by Rashmi Bhambhani.

START WITH Chai aur Champagne

THE DEAL 20% off with code BFCM20.

withuma.com @withumalabs

Zahroz CANADA

Zahroz offers perfume oils, including almond, sandalwood and orange blossom fragrances.

START WITH Almond Rouge Perfume Oil

THE DEAL Free shipping over C$75 in Ontario and Quebec, and over C$100 for the rest of Canada and the US.

zahroz.com @zahrozofficial

Fashion

Lehengas, sarees, fusion and everyday wear.

Advitiya by Neha Dewan INDIA

Advitiya offers handmade, size inclusive clothing using natural dyes, botanical eco prints and handloom textiles.

START WITH Dhara

THE DEAL Free shipping on all orders.

advitiyabynehadewan.com @advitiyabynehadewan

Akara USA

Akara makes tummy control leggings with a patented three tier waistband designed for comfort and coverage.

START WITH Tummy Control Leggings

THE DEAL Buy two for 15% off or three or more for 20% off; free shipping and free 60 day returns.

akarashop.com @akarashapesyou

American Born USA

American Born sells trendy outfits and streetwear clothing.

START WITH Desi League Rugby Polo

Black Friday offer TBD — worth it anyway.

americanbornn.com @americanbornn

Amyrah's Avenue CANADA

A Toronto luxury platform bringing Pakistani designer collections to North America.

START WITH Parnaz

Black Friday offer TBD — worth it anyway.

amyrahsavenue.com @amyrahsavenue

Arttitude USA

Arttitude offers limited edition artwear exploring cultural icons, identity and reinvention.

START WITH Icon Signature Tee

THE DEAL 30% off everything, Black Friday through Cyber Monday (ends Nov 30).

arttitude.us @arttitudelifestyle

Ary + Maan USA

Ary + Maan makes South Asian inspired matching pajamas and clothing for babies, toddlers, kids and adults. Its prints celebrate Diwali, rangoli, diyas and auto rickshaws, using soft organic cotton fabrics designed in the US and crafted in India.

START WITH Baby Sleeper Purple Rangoli, Little Lights Bundle, Blue Diya Adult Pajama Set

Black Friday offer TBD — worth it anyway.

aryandmaan.com @aryandmaan

Askari UK

A sustainable streetwear label launched in 2021 by a designer of Kenyan and North Indian heritage, celebrating culture through ethical fashion and community collaborations.

START WITH Sustainable streetwear collection

Black Friday offer TBD — worth it anyway.

askariclothing.com @askariclothing

Atelier Aazad CANADA

A conscious Montreal label reimagining South Asian textile heritage through hand block printing, bandhani and embroidery by artisans in India.

START WITH Neelkamal Jumpsuit

Black Friday offer TBD — worth it anyway.

aazad.ca @atelier_aazad

Athletifreak USA

A New Jersey activewear brand founded by Mo and Noor Wadhwani, with stores across the state and a first store in Delhi opened in 2025.

START WITH Premium activewear

Black Friday offer TBD — worth it anyway.

athletifreak.com @athletifreak

Bazaar CANADA

Bazaar designs South Asian occasionwear intended to be reworn and danced in.

START WITH Ghee Yellow Anju Poncho Blouse & Bralette Bundle

THE DEAL Free shipping over $99.

bazaarcustoms.com @bazaarcustoms

BYSB AUSTRALIA

South Asian inspired streetwear and art blending culture, sass and softness, with original artwork, tees and hoodies that give back to charities.

START WITH I Do What I Want tee

Black Friday offer TBD — worth it anyway.

bysb.au @bysb.au

Cultural Imprints Company USA

Activewear and swimwear in South Asian inspired prints.

START WITH Bandhani tie dye longline sports bra

Black Friday offer TBD — worth it anyway.

culturalimprintsco.printful.me @culturalimprintscompany

Desk to Dusk USA

An impact driven fashion brand for businesswomen, founded in 2017 and based in Fresno, California, designing polished wardrobe pieces that move from the office to evening.

START WITH Workwear to evening collection

Black Friday offer TBD — worth it anyway.

desktodusk.com @desktodusk

Enarai USA

Enarai is a New York and Calcutta luxury craft brand that makes limited edition handbags in leather and handwoven hemp, each finished with Dokra metalwork cast by a single tribal artisan in India.

START WITH Dari Noir Leather Bucket Bag, Mayur Noir Leather Top Handle Bag, Kena Noir Leather Clutch Bag

Black Friday offer TBD — worth it anyway.

enarai.in @Enarai.in

Haripriyan USA

Traditional South Indian half sarees with a modern twist, founded by Anjali Haripriyan.

START WITH Half sarees

THE DEAL 15% off all half sarees, Black Friday through Cyber Monday.

haripriyan.com @haripriyan__

Heirlūm Hangers USA

Heirlūm Hangers makes personalized, velvet covered wedding dress hangers, handcrafted to keep long after the wedding.

START WITH Heirlūm Hanger in Ivory

THE DEAL Free shipping with code FREESHIP.

heirlumhangers.com @heirlumhangers

Heritage Collection by Ashraf Valliani USA

One of a kind handmade garments and accessories, made alongside women artisans from underprivileged communities.

START WITH Lehenga and jacket separates

Black Friday offer TBD — worth it anyway.

myheritagecollection.com @heritagecollectionbyash

HoliChic USA

Megha Rao's contemporary fashion label reimagines South Asian silhouettes for everyday and occasion dressing: sari inspired pieces, statement dresses and versatile separates.

START WITH 5 Second Sari Black

THE DEAL Buy 2: 20% off; buy 3: 25% off; buy 4: 30% off. Free shipping on US orders $175+.

holichic.com @holichicbymegha

The Home Affair Jaipur

The Home Affair Jaipur sells premium luxury Indian wear for women, including suit sets, sarees, anarkali sets, sharara sets and cotton dresses. Pieces are made to the customers measurements for a perfect fit.

START WITH Rust Blue Cotton Suit Set, Blue Cotton Silk Gotapatti Suit Set, Off White Chanderi Suit Set

Black Friday offer TBD — worth it anyway.

thehomeaffairjaipur.in @the_homeaffair_jaipur

House of Jaya USA

House of Jaya creates fashion combining South Asian design influences with contemporary American style.

START WITH Brocade Fitted Dress, Lilac

Black Friday offer TBD — worth it anyway.

houseofjaya.com @houseofjayalabel

House of SDK USA

House of SDK offers coordinated sets and occasionwear across collections including Dust & Dazzle and Knotted Grace.

START WITH Stardust

Black Friday offer TBD — worth it anyway.

houseofsdk.com @houseofsdk

Intimate Queen INDIA

Intimate Queen offers plant based innerwear focused on intimate skin comfort.

START WITH Lemon Bae Seamless Briefs

Black Friday offer TBD — worth it anyway.

intimatequeen.com @shopintimatequeen

Ishq E Amore USA

Ishq e Amore creates limited run womenswear and menswear in Lahore using heritage textiles and natural fabrics.

START WITH The Cosmic Girl Top

THE DEAL Free worldwide delivery over $150; join The Ishq Club for 10% off a first order.

ishqeamore.com @ishqeamore

Jaipur Colors US USA

100% cotton shirts, totes and travel pouches, all made in Jaipur, founded by Tanya Bhargava.

START WITH Cotton shirts and totes

THE DEAL Buy one, get 10% off the second item, storewide.

jaipurcolorsus.com @jaipurcolors_us

Kaanjj UK

KAANJJ curates South Asian designers and artisans, offering designer occasionwear and made after order pieces.

START WITH Maeva Dress in Black by Saaksha & Kinni

Black Friday offer TBD — worth it anyway.

kaanjj.com @bykaanjj

Kaira Kollection

An independent fashion label. Tap through to browse their newest pieces for the festive season.

Black Friday offer TBD — worth it anyway.

kairakollection.com @kairakollection.in

Kanchiko USA

One of the first fashion forward brands in the Nepali diaspora, tying Himalayan heritage to a western wardrobe, founded by Saylesa Nepal.

START WITH Shailija red corset set

THE DEAL The Shailija red corset set goes on sale for the first time ever, Black Friday only.

kanchiko.com @Kanchiko

Khoob USA

Khoob NYC makes hand embroidered clothing inspired by South Asian craft, including coords, blazers, pants, jeans and silk sets. Its pieces are made with artisans in Jodhpur, Lucknow and Jaipur using techniques like chikan and mukaish work.

START WITH Sitara Embroidered Pants, Gulabo Embroidered Jeans, Sitara Embroidered Blazer

Black Friday offer TBD — worth it anyway.

khoob.nyc @khoobnyc

Kifaayat USA

Kifaayat is an online marketplace for preloved South Asian fashion where people buy and sell secondhand lehengas, sarees, suits, and jewellery. Sellers list for free and buyers pay no fees, with payments held in escrow until delivery is confirmed.

Black Friday offer TBD — worth it anyway.

@kifaayat.shop

KYNAH USA

KYNAH curates modern Indian clothing, bridal wear and accessories, with an appointment only store in Los Angeles.

START WITH Silver Jhoom Bobbi Bag

THE DEAL Select pieces up to 54% off.

shopkynah.com

Label This USA

Label This makes modern Indian occasionwear, including ready to drape sarees and kurtas for women and men. Its collections are designed to be timeless, versatile and easy to wear for festive and everyday occasions.

START WITH The HERITAGE Kurta, The Cleopatra Drape Saree, Candilicious Drape Saree

Black Friday offer TBD — worth it anyway.

shoplabelthis.com @shopLabelThis

LilaBare KENYA

Lilabare is a Kenya based fashion brand offering natural fibre, gender fluid clothing in adaptable silhouettes.

START WITH Navi Dress

Black Friday offer TBD — worth it anyway.

lilabare.com @lilabare

Lājamī Lab UK

Lājamī Lab is a London fashion innovation brand whose SariTights are designed to replace the traditional sari petticoat.

START WITH Seamless SariTights

THE DEAL Complimentary shipping over £100; free returns on qualifying orders.

lajamilab.com @lajamilablondon

M Kouture USA

M Kouture makes modest luxury clothing including embellished abayas, kaftans and cashmere shawls. Its pieces blend elegance with everyday comfort for formal and casual wear.

START WITH Cashmere Lace Shawl, Premium Pashmina Embellished Abaya, LATIFA Premium Embellished Inner Tie Farasha

Black Friday offer TBD — worth it anyway.

mkouture.store @mkouture.store

Maathi FRANCE

MAATHI creates luxury resortwear and travel essentials designed in France using silk, lace and linen.

START WITH Echo Linen Summer Coat

Black Friday offer TBD — worth it anyway.

maathiparis.com @maathi.paris

Mann Sey USA

Mann Sey specializes in matching ready to wear sarees for weddings and theme parties, alongside groomsmen kurtas and pagdis.

START WITH Pre stitched Black Sequin Saree and Blouse Set

THE DEAL 50% off storewide; free 2 to 3 day shipping throughout the USA.

mannsey.com @mannsey

Marciante and Company

An independent fashion label. Tap through to browse their newest pieces for the festive season.

Black Friday offer TBD — worth it anyway.

marcianteandco.com @marcianteandco

Merakhi USA

Merakhi offers handcrafted South Asian fashion and accessories with a focus on traditional craftsmanship.

START WITH Sultana Emerald Choker Set

THE DEAL Up to 80% off across three collections.

shopmerakhi.com @shopmerakhi

Miss Muse CANADA

Miss Muse sells accessories including bangle storage boxes.

START WITH Bangle Box

THE DEAL Free shipping to Canada and the US on orders over C$100.

shopmissmuse.com @missmuse.co

The Mola

The Mola is a contemporary Indian wear brand that redefines tradition through a modern lens, blending cutting edge silhouettes with time honored artisanal craftsmanship. It makes custom luxury clothing for women, designed in California and manufactured in its Mumbai design studio.

START WITH Coral co ord, Chartreuse ensemble, Blush nude lehenga set

Black Friday offer TBD — worth it anyway.

themolafashion.com @themolafashion

Monday Chill USA

Monday Chill offers bamboo clothing for adults and children, including matching sets, pajamas and bodysuits.

START WITH The Gentle Bodysuit in Pink Berry

THE DEAL Bundle joggers and pullovers as a set for $30 off.

mondaychill.com @shopmondaychill

Motherland PAKISTAN

Motherland creates Pakistan influenced apparel including graphic tees, knitwear and soccer jerseys.

START WITH Noor Jehan Lit Matches Strike Boxy Tee

THE DEAL Free shipping to the USA for a limited time.

motherlandpk.com @Motherland.pk

Neyth & Drape CANADA

Neyth & Drape is a Canadian saree retailer based in Mississauga, Ontario. It sells everyday, festive and occasion wear sarees, ordered by Instagram DM or WhatsApp.

START WITH Everyday Sarees, Festive Sarees, Occasion Wear Sarees

Black Friday offer TBD — worth it anyway.

@neythanddrape

Nool USA

Nool makes one of a kind ties and accessories from cherished sarees and vibrant Indian silks, including Banarasi brocades and hand dyed Ikkat from Andhra Pradesh. Every piece is handmade from fabric that already holds a story, so each one is unique.

START WITH Ties, Accessories

Black Friday offer TBD — worth it anyway.

mynool.com @mynoolofficial

Noori The Label USA

Noori The Label blends South Asian textiles and design details with Western style silhouettes.

START WITH Naya Bandhani Kimono

Black Friday offer TBD — worth it anyway.

noorithelabel.com @noorithelabel

NYOOD BODY AUSTRALIA

Shapewear in true skin tones for women of colour, made in Sydney.

START WITH Skin tone shapewear

Black Friday offer TBD — worth it anyway.

nyoodbody.com @nyoodbody

The Parijat Tree INDIA

The Parijat Tree offers artisan home décor, textiles and bags connected to India's craft heritage.

START WITH Hand Block Printed Quilted Cotton Makeup Brush Wrap

THE DEAL Free US shipping on orders over $100.

theparijattree.com @theparijattree

Pink City Bloom USA

Pink City Bloom makes hand block printed cotton clothing and accessories rooted in textile heritage. Its pieces include quilted jackets and everyday wardrobe essentials made from premium quality cotton.

START WITH The Quilted Collection, The Reversible Jacket, The Essentials

Black Friday offer TBD — worth it anyway.

pinkcitybloom.com @pinkcitybloom

Point of view label USA

Point of View Label makes designer workwear for women, with functional smartphone pockets in every piece. Its dresses, jackets, trousers and tops are made to move easily between work and social occasions.

START WITH Prestige Peplum Jacket With Satin Block

Black Friday offer TBD — worth it anyway.

pointofviewlabel.com @pointofviewlabel

Radha Sharma CANADA

Radha Sharma offers luxury prêt and occasionwear, with collections including Bagh, Sitara and Begum.

START WITH Midnight Black Sitara

Black Friday offer TBD — worth it anyway.

theradhasharma.com @theradhasharma.official

Rani Lounge USA

RANI Lounge makes sleepwear, including cotton modal pajama sets using Filium fabric technology.

START WITH The Laila Cooling Cotton Modal Pajama Set

THE DEAL Join The Sleep Society newsletter for 15% off.

ranilounge.com @ranilounge

Rose Timal USA

Rose Timal combines South Asian and Caribbean influences in contemporary clothing, including garden corsets.

START WITH Midnight Garden Corset

Black Friday offer TBD — worth it anyway.

rosetimal.com @rosetimalofficial

Rubies Bras CANADA

Toronto custom bra maker creating bespoke bras from scratch for every size and situation, including asymmetry and post surgery fits.

START WITH The Sahaara sheer custom bra

Black Friday offer TBD — worth it anyway.

rubiesbras.com @rubiesbras

RV Looms USA

Chikankari sarees and sets handcrafted by skilled artisans in India, for everyday and festive moments.

START WITH Misri Pink Chikankari Georgette Saree

Black Friday offer TBD — worth it anyway.

rvlooms.com @rvlooms

Sanscar

An independent fashion label. Tap through to browse their newest pieces for the festive season.

Black Friday offer TBD — worth it anyway.

mysanscar.com @mysanscar

The Saree Room CANADA

BACKED BY BROWN GIRL ANGELS

The Saree Room offers sarees, skirts, blouses, suits and accessories for South Asian dressing, founded by Sofi Kassam.

START WITH Azure Velour Blouse

THE DEAL Up to 50% off sale items, Nov 27 to 30 (members from Nov 23). Free shipping on orders $150+ USD.

thesareeroom.com @thesareeroom

Shikra London UK

Shikra London creates heritage inspired Indo Western fashion rooted in the saree.

START WITH The Thalia Dress

Black Friday offer TBD — worth it anyway.

shikralondon.co.uk @shikralondon

The Silk Glow USA

The Silk Glow sells silk hair and beauty accessories, hair care and Ayurvedic skincare.

START WITH Celebrity Glow Vitamin C + Turmeric Face Oil

THE DEAL Subscribe for 20% off a first order.

thesilkglow.com @thesilkglow_

The Silk Road FRANCE

The Silk Road is a French Indian womenswear label designed in Paris, offering dresses and occasion pieces.

START WITH Seren Bordeaux Botanical Maxi Dress

THE DEAL Free shipping on orders over €150.

tsrparis.com @thesilkroad

Sithara by Sriya INDIA

Sithara by Sriya combines modern and traditional elements in South Asian inspired silhouettes.

START WITH Saha

THE DEAL 15% off a first order with FIRST15; free shipping on orders over $100.

sitharabysriya.com @sitharabysriya

Snatchd UK

Snatchd makes adhesive shape tape and nipple covers that give lift and seamless coverage under backless and plunging outfits. The range also includes lift tape, reusable nipple covers, hair claw clips and body oil.

START WITH Snatchd BOND Nipple Covers, Snatchd Shape Tape, Snatchd Confidence Bundle

Black Friday offer TBD — worth it anyway.

snatchd.co.uk @snatchdofficial

Soara NYC USA

Sustainable, ethically made womenswear from New York, blending timeless design with modern versatility.

START WITH Josephine Dress

Black Friday offer TBD — worth it anyway.

soaranyc.com @soara.nyc

Taj Cottage USA

Taj Cottage offers Indian clothing including bridal lehengas, sarees and menswear, alongside jewelry.

START WITH Navy Blue Rhinestone Lehnga

Black Friday offer TBD — worth it anyway.

tajcottage.com @tajcottage

Threads and Traditions USA

Threads and Traditions makes matching Diwali pajama sets for adults, kids and babies in 100% cotton, in Happy Diwali and Sparkles prints. It also sells a Diwali pajamas and book bundle for cozy storytime.

START WITH Sparkles Pajama Set

Black Friday offer TBD — worth it anyway.

threadsandtraditions.co @threadsAndTraditions.co

Tijori USA

Tijori is a Philadelphia boutique offering designer, vintage and independent South Asian fashion, including lehengas, sarees, blouses and handmade jewelry. It also carries preloved pieces and vintage jackets alongside new accessories for men and women.

START WITH Untitled Oct6 07 40

Black Friday offer TBD — worth it anyway.

shoptijori.com @shoptijori

Tinted Heritage USA

Tinted Heritage creates hand drawn, small batch South Asian inspired home décor and gifts designed and finished in the US.

START WITH Gond Inspired Keepsake Tray

Black Friday offer TBD — worth it anyway.

tintedheritage.com @tintedheritage

Tiny Culture CANADA

Culturally inspired kids' clothes and play, founded by Tasha Cherian.

START WITH Sundaram romper with hot pink brocade bow

THE DEAL 20% off sitewide Nov 22 to 27, including sale styles.

tinyculture.ca @tinycultureofficial

The Tulua shop

The Tulua Shop makes eco friendly handmade womens fashion in natural hemp. Its range includes tops, matching sets and wide leg pants designed for timeless, conscious style.

START WITH Taru Sleeveless Top In Natural

Black Friday offer TBD — worth it anyway.

thetuluashop.com @thetuluashop

Urban Gen Clothing USA

Urban Gen Clothing makes everyday streetwear with a desi soul, turning Bollywood nostalgia and chai culture into bold graphics and playful expressions. Its collections include sweatshirts, tees, mugs and bags celebrating South Asian culture.

START WITH Bollywood Chai Lover Spill The Chai Short Sleeve Tee, Bollywood Desi Punjaban College Crewneck Sweatshirt, Bollywood Desi Queen Pop Art T Shirt

THE DEAL 20% off the entire store, Nov 23 to 29

urban-gen-clothing.com @urban.gen.clothing

Vayshali USA

Vayshali makes travel and organizer bags in 100% cotton with vibrant hand blocked prints. The bags are designed in California and made in India, in sets of three sizes to keep suitcases, backpacks and purses organized.

START WITH Spring Burst

Black Friday offer TBD — worth it anyway.

vayshalila.com @shop.vayshalila

Velvet Heirloom USA

Authentic Indian silk sarees, personally handpicked to outlast trends and be passed down through generations.

THE DEAL 10% off any saree, Nov 27 to 30, for new and existing customers.

@thevelvetheirloom

Jewelry & Accessories

Statement pieces, bags and finishing touches.

79e fine jewelry USA

79e makes solid 14K gold everyday jewelry in New York City, including lab grown diamond pieces, personalized jewelry and engagement rings. Each piece is handcrafted for daily wear and meant to last.

START WITH Fluted gold rings, Diamond studs, Glass locket

Black Friday offer TBD — worth it anyway.

shop79.com @shop79e

Aaizaa by Rhea Khan INDIA

Aaizaa by Rhea Khan offers South Asian rooted fashion and jewelry inspired by ancestral adornment.

START WITH Arzoo Earrings

THE DEAL Free economy shipping on orders over $199, USA only.

aaizaa.com @aaizaabyrheakhan

Aakshi Designs INDIA

Aakshi makes contemporary demi fine jewelry in sterling silver and gold plating, drawing on Indian jewelry craft traditions.

START WITH Sanjh necklace and bracelet bundle

THE DEAL Bundles up to 40% off: Sanjh Gold $375, Sanjh Silver $275, Leher bangle sets from $225. Free velvet jewelry case ($55 value) on orders over $450.

aakshi.com @aakshi.designs

Aina Studios USA

Aina Studios creates gemstone and sterling silver jewelry inspired by nature and identity, handcrafted in Jaipur.

START WITH Mother of Pearl Sakura Detachable Jhumka

THE DEAL Sign up for 10% off a first order.

ainastudios.com @theainastudios

Airloom Jewels USA

Airloom Jewels makes South Asian diamond jewelry, including earrings, rings, and necklaces. Its earrings range from jhumkis to huggies to studs, and its rings run from delicate to daring.

START WITH Fully Studded Vanki Ring

Black Friday offer TBD — worth it anyway.

airloomjewels.com @airloomjewels

AK Creations USA

An independent jewelry brand based in United States. Tap through to find a piece worth gifting.

Black Friday offer TBD — worth it anyway.

@ak_creationsllc

Anisha Parmar Studio UK

Anisha Parmar Studio handcrafts statement jewelry in England inspired by South Asian history and diaspora heritage.

START WITH Green Hanging Jāli Earrings

THE DEAL 10% off a first order.

anishaparmar.com @anishaparmarstudio

Arleo Collection USA

Arleo creates 18K gold plated sterling silver jewelry with genuine stones and pearls.

START WITH Reina Ring

Black Friday offer TBD — worth it anyway.

arleocollection.com @arleocollection

The Bead Idea UK

The Bead Idea makes handmade beaded jewellery and accessories, including floral bracelets, beaded keyrings and phone straps. It also makes personalised light shadow boxes and Christmas ornaments.

START WITH Handmade Beaded Christmas Tree Wreath

Black Friday offer TBD — worth it anyway.

thebeadidea.com @thebeadidea

Bebek Jewels USA

Bebek Jewels makes small batch jewelry in Istanbul using gold plated recycled brass and semi precious gemstones.

START WITH Eye Can't Even Earrings

Black Friday offer TBD — worth it anyway.

bebekjewels.com @bebekjewels

Bella Mews USA

Bella Mews makes one of a kind handbags and accessories from preloved saris.

START WITH Regal Rouge

Black Friday offer TBD — worth it anyway.

bellamews.com @bellamews

The Chic Tale USA

The Chic Tale offers handwoven and handcrafted clothing and accessories, designed in the US and made in India.

START WITH Emerald Bloom Green Banarasi Mulberry Katan Silk Saree

Black Friday offer TBD — worth it anyway.

thechictale.com @thechictale

Clutch It Handags CANADA

Founded in Toronto in 2020, Clutcheeet makes statement clutches, potlis and bucket bags, with personalized designs available. A thoughtful pick for anyone who loves a bold evening bag.

START WITH The Jennifer Pearl Bag

Black Friday offer TBD — worth it anyway.

clutcheeet.com @clutcheeet

Custom Garlands BK USA

Custom Garlands BK by Amara makes custom fresh flower wedding garlands and floral jewelry in Brooklyn, New York. Its work includes bridal garlands, gajra wrist pieces, earrings and maang tikka sets made to match wedding outfits.

START WITH Custom wedding garlands, Floral jewelry sets, Gajra wrist garlands

Black Friday offer TBD — worth it anyway.

@customgarlandsbk

Dagne Dover USA

Dagne Dover offers organized bags for work, travel and everyday life.

START WITH Allyn Tote

Black Friday offer TBD — worth it anyway.

dagnedover.com @dagnedover

Desirani USA

An independent jewelry brand based in United States. Tap through to find a piece worth gifting.

Black Friday offer TBD — worth it anyway.

@thedesirani

Disha The Label USA

Disha The Label curates handcrafted bags that combine South Asian design with Indian artistry.

START WITH Nira Bag: Gold

Black Friday offer TBD — worth it anyway.

dishathelabel.com @disha_tl

District Bangle and Jewelry

An independent jewelry brand. Tap through to find a piece worth gifting.

Black Friday offer TBD — worth it anyway.

districtbangle.com

Divine Design Boutique USA

Divine Design Boutique is a South Asian jewelry boutique.

Black Friday offer TBD — worth it anyway.

@_divinedesignboutique

Dvassa USA

Dvassa makes PVD gold coated steel jewelry designed for everyday and active wear.

START WITH Tiny Charm Heart Necklace

THE DEAL 10% off orders over $50 with ABOVE50. Buy two items for free shipping.

dvassa.com @dvassajewelry

Goldstories USA

Goldstories handcrafts small batch solid gold jewelry in San Francisco, inspired by memory and everyday milestones.

START WITH The Boob Pendant

Black Friday offer TBD — worth it anyway.

goldstoriesjewelry.com @goldstories

Gylded Jewels USA

Gylded Jewels is a small independent woman owned jewelry brand based in Houston, Texas. It makes artisan necklaces, earrings, bracelets and chokers in 18k gold vermeil and solid gold, blending South Asian heritage with modern Art Deco design.

START WITH Kali Collar Necklace

Black Friday offer TBD — worth it anyway.

gyldedjewels.com @gyldedjewels

House of Jaipur AUSTRALIA

House of Jaipur celebrates Indian textiles and artisan craftsmanship through handmade clothing and accessories.

START WITH Unisex Vintage Patchwork Shirt

THE DEAL 20% off everything with code BF2026. Free shipping Australia wide.

houseofjaipur.com.au @houseofjaiipur

House of Kiash USA

House of Kiash makes handcrafted 18K gold plated jewelry inspired by personal growth, healing and courage.

START WITH Floral Drop Earrings

THE DEAL Free shipping on orders $150+.

houseofkiash.com @Houseofkiash

House Of Yarané INDIA

House of Yarané makes sculptural high jewelry and solitaire pieces, including handmade bespoke designs.

START WITH Arc Sora

Black Friday offer TBD — worth it anyway.

houseofyarane.com @houseofyarane

Indus Threads USA

Indus Threads offers handcrafted bags and jewellery made by artisans around the world.

START WITH The Isla Shell & Wood Clutch

THE DEAL 10% off your first order; free 3 day shipping within the US.

industthreads.com @industthreads

Ivani Jewelry CANADA

IVANI sells everyday gold tone jewelry, including necklaces, rings, hoops and bangles.

START WITH Be Free Necklace

Black Friday offer TBD — worth it anyway.

ivanijewelry.com @ivanijewelry

Jeet's Accessories UK

Jeet's Accessories offers jewellery and accessories, including dupatta and chunni grips.

START WITH Essential kit

THE DEAL Free UK delivery on orders over £20.

jeetsaccessories.com @jeetsaccessories

Jewels by Kinza USA

Jewels by Kinza makes luxury bridal and non bridal jewelry.

Black Friday offer TBD — worth it anyway.

@jewelsbykinza

Jodi Box CANADA

Jodi Box sells South Asian jewelry in modern and traditional designs, including pieces for weddings and special occasions.

Black Friday offer TBD — worth it anyway.

jodibox.com @jodi.box

Kaju Studios USA

Kaju Studios creates stackable, South Asian inspired jewelry in gold vermeil and sterling silver for everyday wear, founded by Tara Bhikha.

START WITH Suriya Jhumka

THE DEAL Spend more, save more, starting at $5 off $25, with gift bundles dropping after Black Friday. Free gift over $200 USD.

kajustudios.com @kajustudios

Kaur & Co. USA

Kaur & Co. designs personalized and Sikh and Punjabi inspired jewelry, customized in its Boston studio.

START WITH The Modern Gani

Black Friday offer TBD — worth it anyway.

kaurandcompany.com @kaurandco_

Kreya USA

KREYA makes multifunctional handbags, including convertible backpacks and totes for work and travel.

START WITH The Nova Backpack Tote Bag

Black Friday offer TBD — worth it anyway.

shopkreya.com @shopkreya

Lotus Lane Boutique USA

Lotus Lane Boutique curates handcrafted Indian jewelry, décor, gifts and accessories.

START WITH Adriana Inlay Moissanite Pendant with Earrings

THE DEAL 10% off, automatically applied at checkout; free shipping on jewelry.

lotuslaneboutique.com @lotuslane.boutique

Love:Heal UK

An independent jewelry brand based in United Kingdom. Tap through to find a piece worth gifting.

Black Friday offer TBD — worth it anyway.

@love_heal_uk

L'Atelier 73 UK

L'Atelier 73 makes demi fine jewelry and modern talismans, including charm bracelets, pendants and statement rings.

START WITH Bohemian Evil Eye Bracelet Set

THE DEAL Amour charm bracelets: two for £100 or three for £150.

latelier73.com @latelier.73

Maujh USA

MAUJH makes small batch jewelry and Apple Watch bands, designed in California and handcrafted by artisans in India.

START WITH Gold Ghungroo Drop Earrings

THE DEAL Free shipping on orders $150+. Signup offers 10% off a first order.

maujh.com @maujhlife

Misha Bags and Accessories

An independent accessories brand. Tap through to browse bags and finishing touches.

Black Friday offer TBD — worth it anyway.

Olivia Lorèn The Label

Olivia Lorèn The Label makes everyday jewelry in genuine gold plating with an e coating to resist tarnish, made to wear daily.

Black Friday offer TBD — worth it anyway.

olivialorenthelabel.com @olivialorenthelabel

Oni THAILAND

ONI creates modular 925 sterling silver jewelry inspired by South Asian traditions and the five elements.

START WITH Orange Blossom Charm

THE DEAL 15% off when you sign up.

wear-oni.com @wear.oni

Pieces Eye Adore USA

Pieces Eye Adore offers colorful handcrafted accessories made by artisans in India.

START WITH Boho Stack

THE DEAL Selected bags display reduced prices, including Red Metal Bag at US$60, previously US$70.

pieceseyeadore.com @pieceseyeadore

Rari

Rari makes modular fine jewelry in 10K solid gold: earrings, charms and necklaces set with lab diamonds and natural gemstones, made to build your own stack.

START WITH 10K gold charms and earrings

THE DEAL 20% off sitewide for Black Friday, applied automatically at checkout, while stock lasts.

raridesign.com @raridesignofficial

Rozstore.co USA

Affordable, everyday handmade jewelry from New York.

START WITH Hala earrings

Black Friday offer TBD — worth it anyway.

rozstore.co @rozstore.co

Samma Diamonds USA

Samma Diamonds makes lab grown diamond jewelry, including engagement rings and fine jewelry crafted with ethically sourced lab grown diamonds. The brand focuses on conscious luxury, with pieces designed to be timeless and responsibly made.

START WITH Hvpp12685

Black Friday offer TBD — worth it anyway.

sammadiamonds.com @sammaDiamonds

Sethi Couture USA

Sethi Couture makes fine jewelry including diamond stacking bands and vintage inspired designs.

START WITH Legacy White Diamond Band

Black Friday offer TBD — worth it anyway.

sethicouture.com @sethicouture

Sunbalm Jewelry CANADA

Sunbalm makes waterproof, sweatproof, tarnish resistant stainless steel jewelry for everyday wear, from work to workouts, founded by Sunbal Mumtaz.

START WITH Infinity Knot Bracelet, Stellar Necklace

THE DEAL 30% off eligible jewelry (gift sets excluded). Early access Nov 24 for the email list, open to everyone Nov 27.

sunbalmjewelry.com @sunbalmjewelry

Suri-Mai Jewellery London UK

Modern fine jewellery for children and mums that celebrates milestones and is made to be passed down.

START WITH 14ct gold diamond stud earrings

Black Friday offer TBD — worth it anyway.

surimai.com @suri.mai_jewellery

Truzeau USA

Truzeau by Nazara is a marketplace for authenticated preloved designer Indianwear. Shoppers can browse preloved designer pieces and submit offers for the seller to accept, decline or counter.

Black Friday offer TBD — worth it anyway.

truzeau.com @truzeau

VAIHARI USA

Vaihari makes designer sunglasses and jewelry inspired by Indian heritage and global artistry. The eyewear is designed by an optometrist with 100 percent UV protection.

START WITH Zari

Black Friday offer TBD — worth it anyway.

vaihari.com @shopvaihari

Varza Jewelry CANADA

Varza creates modern Indian inspired jewelry in small batches, with collections named Veena, Arlene and Zareen.

START WITH Veena Hoop Earrings

THE DEAL Free standard shipping on orders over $200; worldwide shipping available.

varza.ca @varzajewelry

VeeStudioCo USA

An independent accessories brand based in United States. Tap through to browse bags and finishing touches.

Black Friday offer TBD — worth it anyway.

veestudioco.etsy.com @veeStudioCo

Velvet Box CANADA

Velvet Box offers South Asian jewelry, with bangle stacks, earrings and coordinated sets.

START WITH Golden Glam Bangle Set

THE DEAL Free shipping on orders over $100 to Canada and the USA.

velvetbox.ca @velvetboxtoronto

Vrsa USA

VRSA brings South Asian designer home collections to the US, including wallcoverings, fabrics, lighting and tile.

START WITH Gokul Pichwai Wallcovering by Sabyasachi Home

Black Friday offer TBD — worth it anyway.

shopvrsa.com @shopvrsa

Home

Candles, ceramics, art and festive tables.

5•17 EDITIONS CANADA

Limited edition, heirloom quality rugs that bring original works by leading contemporary artists into everyday life.

START WITH Bloom

Black Friday offer TBD — worth it anyway.

517editions.com

Aesthem CANADA

Aesthem makes home decor inspired by a centuries old marble inlay craft from India, pairing artisan made pieces with contemporary design. The brand focuses on pieces that bring heritage and story into the home.

Black Friday offer TBD — worth it anyway.

aesthem.com @aesthem.studio

Almirah stories INDIA

Artisan made Indian homewares and festive gifts for modern living.

START WITH Chai Glasses

THE DEAL Free shipping on orders above $75.

almirahstories.com @almirahstories

Amaura London UK

A UK home fragrance brand making hand poured, non toxic candles and reed diffusers in brass, copper and stainless steel vessels, with engraving and corporate gifting.

START WITH Ignite (Oud & Geranium) candle

Black Friday offer TBD — worth it anyway.

amauralondon.com @amaura_london

Arjuna USA

Arjuna is a decor and lifestyle brand for the modern home. It offers furnishings and accessories rooted in a classic South Asian aesthetic, blending saffron hues and lustrous finishes with contemporary elegance.

Black Friday offer TBD — worth it anyway.

arjunadesignstudio.com @arjunadesignstudio

Aromatic Creations USA

Handmade Indian inspired candles and home fragrances, poured in small batches with coco soy wax.

START WITH The Western Ghats

Black Friday offer TBD — worth it anyway.

aromaticcreationsllc.com @aromaticcreationsllc

Art of Anusha USA

Art of Anusha is the Dallas studio of Indian American fine artist Anusha Sekhar, known for vibrant acrylic and mixed media work inspired by her cultural background. She sells original paintings, art prints and resin coasters, and also paints live at weddings and events.

START WITH Original acrylic paintings on canvas, art prints, resin coasters

Black Friday offer TBD — worth it anyway.

artofanusha.com @artofanush

Aurie Luxe Co. CANADA

Handcrafted luxury candles and reed diffusers rooted in South Asian heritage, made in Oakville.

START WITH Motia jasmine candle

Black Friday offer TBD — worth it anyway.

aurieluxeco.com @aurieluxe.co

Ayurda

An independent home brand. Tap through for decor and hosting pieces.

Black Friday offer TBD — worth it anyway.

etsy.com @ayurda_arts

AyurLight Candles USA

Hand poured vegan soy candles made by women artisans in India with plant based essential oils.

START WITH 6 Days of AyurLight Aromatherapy Holiday Gift Set

THE DEAL Free shipping on $65+. Scent Satisfaction Promise: swap your unused candle.

ayurlightcandles.com @ayurLightcandles

Banyan & Birch USA

Home linens and hand printed textiles celebrating Indian craftsmanship, founded by Smita Netra.

START WITH Nikhar Pure Linen Throw Pillow Cover

THE DEAL 25% off orders over $150.

banyanandbirch.com @banyanandbirch

Blissful Gifting USA

Blissful Gifting offers handcrafted gifts made by Ashwini Vaidya.

Black Friday offer TBD — worth it anyway.

@theblissfulgifting

Bloom Box New York USA

An independent home brand based in United States. Tap through for decor and hosting pieces.

Black Friday offer TBD — worth it anyway.

bloomboxnewyork.etsy.com @bloomboxnewyork

calai SWEDEN

Tamil inspired gifts and minimalist home decor blending cultural identities.

START WITH Vaazhkai kathaigal, Life stories card deck

Black Friday offer TBD — worth it anyway.

calai.co @calai.co

Chai & Confetti USA

Chai & Confetti makes South Asian nostalgia inspired kitchen textiles and home goods, including tea towels, aprons, pot holders, cloth napkins and tote bags printed with Indian snack and spice motifs like Aam, Garam Masala, Kurkure and Parle G.

START WITH Indian Print Tea Towel, Indian Print Kitchen Apron, Indian Print Canvas Tote Bag

Black Friday offer TBD — worth it anyway.

etsy.com @chaiandconfetti

The Collectables - handmade by P USA

Pratitee makes handmade concrete decor and jewelry. She also runs concrete workshops.

Black Friday offer TBD — worth it anyway.

thecollectablesbyp.etsy.com
@thecollectables.handmadebyp

Crafted Treasures

Crafted Treasures makes handmade epoxy resin serving trays and platters for tableware and food serving. The pieces are presented as affordable handmade home decor and kitchenware for everyday dining and hosting.

START WITH Multicolour Epoxy Resin Serving Tray Platter

Black Friday offer TBD — worth it anyway.

@crafted_treasures_06

Decoy Galleries USA

Decoy Galleries makes handcrafted home and paper goods in small batches by hand, including cotton rag paper, journals, notebooks and gold foil notecards. Its products are made by artisans in India using traditional techniques.

START WITH Deckled Edge Cotton Rag Paper 200gsm (Set of 25), Hardbound Cotton Rag Journal, Indian Summer Ruled, Floral Notebooks Gift Set, Indian Summer

Black Friday offer TBD — worth it anyway.

decoygalleries.com @decoygalleries

The Diwali Shop

An independent home brand. Tap through for decor and hosting pieces.

Black Friday offer TBD — worth it anyway.

thediwalishop.com @the_diwalishop

Dreams Candles USA

Handcrafted candles and home fragrances designed for everyday calm.

START WITH Dream Girl Luxury Tropical Floral Candle

Black Friday offer TBD — worth it anyway.

dreamscandles.com @sd_dreamscandles

Golden hour candle co USA

An independent home brand based in United States. Tap through for decor and hosting pieces.

START WITH Bombay Nights

Black Friday offer TBD — worth it anyway.

goldenhourcandleco.com @goldenhourcandleco

Heartwork INDIA

Heartwork makes home linen and womenswear. Its website describes the range as apparel and home furnishing.

START WITH Crochet Clouds

Black Friday offer TBD — worth it anyway.

heartworkindia.com @heartwork_india

The Heritage Story USA

The Heritage Story curates handcrafted home décor and gifts rooted in Indian artisan traditions.

START WITH Sukoon Kulhad Gift Set

Black Friday offer TBD — worth it anyway.

theheritagestory.com @shopheritagestory

Home Haven Online USA

Home Haven makes hand finished brass serveware and decor in the Fleuré collection. Each piece is cast in brass, stainless steel and glass and finished by hand, so no two are exactly alike.

START WITH Fleure Serving Spoon

Black Friday offer TBD — worth it anyway.

homehavenonline.com @home_haven_online

Humaara USA

Humaara makes handcrafted home decor and kitchenware plus kids apparel, all made in India and shipped from the USA. Its pieces bring Indian warmth and heritage into the modern American home for everyday use.

START WITH Handmade Ceramic Lotus Mandala Tea Light Holders, Set of 3, Ceramic kulhads, Block printed throws

Black Friday offer TBD — worth it anyway.

humaara.com @humaaraofficial

HUSHD CANADA

HUSHD makes custom and lifestyle gifts.

Black Friday offer TBD — worth it anyway.

hushd.ca @hushd.ca

Infusion Candle Co USA

Infusion Candle Co makes South Asian inspired soy candles hand poured in Chicago. Its scents draw on chai, jasmine, and sandalwood and are made with clean ingredients.

START WITH Jasmine Chai, Darjeeling, Sandalwood Rose

Black Friday offer TBD — worth it anyway.

infusioncandleco.com @infusioncandleco

Kaahani USA

Desi inspired gifts and home decor featuring South Asian motifs.

START WITH Vintage Bollywood Poster

THE DEAL Free shipping over $75. Claim 10% off.

kaahani.com @ourkaahani

Karmic Creations USA

Handcrafted wooden kitchen and home pieces, including cutting boards, charcuterie boards and root bowls.

START WITH Wooden Root Bowl

Black Friday offer TBD — worth it anyway.

karmiccreations.shop @karmic_creations_store

Koco & Kirby Designs

An independent home brand. Tap through for decor and hosting pieces.

Black Friday offer TBD — worth it anyway.

kocoandkirbydesigns.com @kocoandkirbydesigns

Lakdee and More

An independent home brand. Tap through for decor and hosting pieces.

Black Friday offer TBD — worth it anyway.

lakdeeandmore.com @lakdee_and_more

Layered by OK CANADA

Layered by OK is a small Canadian business that makes 3D printed home decor to order in Toronto. Its sculptural vases and planters are printed in eco friendly PLA in a range of colours and sizes.

START WITH Brake Caliper Pen Stand Desk Organiser

Black Friday offer TBD — worth it anyway.

layeredbyok.myshopify.com @Layeredbyok

Marigold & Brass

Marigold and Brass sells home decor inspired by Indian traditions and family rituals, made from brass, stone, wood, clay and natural fibers. Its pieces are made for celebrations, gifting and everyday moments at home.

START WITH Seema Three Bells Door Hanger, Blue Floral Bauble | Hand Painted Kashmiri Ornament, Sculpted Christmas Tree Candle | Burgundy & Palo Santo

Black Friday offer TBD — worth it anyway.

marigoldandbrass.com @marigoldandbrass

Marigold Room USA

Tableware and decorative home pieces for everyday celebrations.

START WITH The Sunlit Palm Jar Set

THE DEAL Free shipping, delivery in 5 to 8 business days.

marigoldroom.com @shopmarigoldroom.com

Maya x Kiwi USA

Beginner friendly watercolor kits and corporate watercolor wellness workshops.

START WITH Desert Darling

Black Friday offer TBD — worth it anyway.

mayaxkiwi.com @mayaxkiwi

Mor Gifting USA

Mor Gifting makes modern Indian festival gifts made by artisans in India, including marble and brass pieces for the home. Its ready to gift sets help families celebrate Diwali and other South Asian festivals and milestones.

START WITH Petal Diya Set

Black Friday offer TBD — worth it anyway.

morgifting.com @morgifting

Oldworldtales USA

Old World Tales makes South Asian inspired home decor sourced from Indian artisans, including textiles, wallpaper and vintage finds. Each piece is made in small intentional runs that honor heritage craft and contemporary design.

START WITH Kanuka Collection, Ekam Collection, Temple Series Wallpaper Collection

Black Friday offer TBD — worth it anyway.

oldworldtales.com @oldworldtalesbydesidiy

Peacock Avenue Design USA

An independent home brand based in United States. Tap through for decor and hosting pieces.

Black Friday offer TBD — worth it anyway.

facebook.com @peacockavedesign

Pure Parima USA

Luxury Egyptian cotton sheets, bedding and bath textiles.

START WITH Build Your Bed Bundle

THE DEAL Bundle and save 20%.

pureparima.com @pureparima

RAKreations USA

Personalised gifts in engraved wood, acrylic, stainless steel and leather.

START WITH Custom Wooden Name Sign

Black Friday offer TBD — worth it anyway.

rakreationsbyramya.com @rakreations

Rani Pink New York USA

Small batch bags, apparel and table linens designed in the US and made with artisan partners in Jaipur, founded by Priya G.

START WITH Block print bags

THE DEAL 20% off sitewide Nov 27 to 30, plus free US shipping over $75.

ranipinknewyork.com @ranipinkny

Sangemar USA

Sangemar is a women of color and family owned business based in the Bay Area that sells handmade marble home decor made by generational artisans in Rajasthan and Agra in India.

START WITH Artisanal Decorative Bowls, Hand Carved White Makrana Marble Tulip Candleholders

Black Friday offer TBD — worth it anyway.

vitivitamins.com @sangemar_

Scentille USA

Scented candles with perfumer crafted fragrances, illustrated packaging and gift ready presentation.

START WITH Garden Party Candle

THE DEAL Complimentary ground shipping on all US orders. Gift sets reduced from $90 to $80.

scentille.com @scentillecandles

ScorrLtd UK

SCORR runs EcoChoiceHub, a curated online marketplace for vetted eco friendly products across home and living, fashion, food, garden and personal care. Its home range includes handmade bells made from recycled metal and hand painted Rogan artwork, with carbon neutral delivery and a tree planted with every order.

START WITH Repurposed Chakra Bloom Bells, Rogan Whispers of Nature Painting, Green Spirit Uplift Bells

Black Friday offer TBD — worth it anyway.

ecochoicehub.store @scorr_ltd

Snows Design USA

Snows Design makes hand designed and handmade jewelry and accessories inspired by South Asian food and culture, including earrings, necklaces, keychains, and rakhris.

START WITH Diljit Earrings, Jalebi earrings, Sauce Packet earrings

Black Friday offer TBD — worth it anyway.

snowsdesign.shop @snowsdesign

Sukoon USA

Handcrafted Hindu deity statues and home decor chosen to bring peace and meaning into the home.

START WITH Marble and brass deity statues

Black Friday offer TBD — worth it anyway.

shopatsukoon.com @shopatsukoon

Swäsa Canada CANADA

Traditional Indian handicrafts for contemporary homes, founded by Sathihi and Gautami.

START WITH Handcrafted home decor

Black Friday offer TBD — worth it anyway.

@swasa.store

Tarrang Art USA

Tarrang Art is the mixed media art practice of Seattle artist Charmi Shah. Her work fuses traditional and contemporary Indian influences, with vibrant colors, rich layers of texture and deep jewel tone patterns made using acrylics, inks and collage on canvas.

Black Friday offer TBD — worth it anyway.

@tarrangart

Thar Living INDIA

Hand block printed cotton home linens made with Azo free dyes.

START WITH Flaxfield Hand Block Printed Cotton Kitchen Towel

THE DEAL Free domestic shipping over $50.

tharliving.com @Thar.living

Think & Make Studio USA

An independent home brand based in United States. Tap through for decor and hosting pieces.

Black Friday offer TBD — worth it anyway.

@thinkandmakestudio

Food & Drink

Chai, spices, sweets and pantry treasures.

Ajji's Ghee UK

Ajji's makes award winning cultured ghee in London from British grass fed dairy, using a 36 hour process that turns cultured cream into deep, nutty, golden ghee for everyday cooking. It also makes flavoured cultured ghees for finishing, spreading and adding flavour to simple meals.

START WITH Original Cultured Ghee, Flavoured Ghee Bundle, Sampling Set

Black Friday offer TBD — worth it anyway.

@shopajjis

alai coffee CANADA

Alai Coffee is a Vancouver based micro roaster selling Indian origin specialty coffee beans and South Indian filter coffee. It roasts in small batches and sells whole bean bags online and through pop ups and cafes.

START WITH South Indian Filter Coffee, Alai Tide, Alai Brook

Black Friday offer TBD — worth it anyway.

alai.coffee @alai.coffee

All The Aunties UK

All The Aunties makes handmade paneer in the UK using British milk, in original and flavoured varieties. The brand shares family recipes to inspire cooking with paneer beyond curry.

Black Friday offer TBD — worth it anyway.

alltheaunties.co.uk @alltheauntiesuk

Anjali's Cup USA

Ayurveda inspired turmeric and chai blends made with organically grown spices and tea.

START WITH Momentum Masala Chai Concentrate

THE DEAL Newsletter signup: 15% off your first purchase.

anjaliscup.com @anjaliscup

Belovd chocolate USA

BELOVD makes small batch 70 percent organic dark chocolate bars built on a blend of cocoa, coconut sugar and spirulina, free from the top 9 allergens and made with whole ingredients and no refined sugar.

START WITH Raspberry COCOALINA Dark Chocolate, Salt of the Earth COCOALINA Dark Chocolate, Aztec Spice COCOALINA Dark Chocolate

Black Friday offer TBD — worth it anyway.

belovdchocolate.com @belovdchocolate

Bhangra Blends UK

Bhangra Blends makes South Asian inspired ready to drink cocktails and mocktails in cans, with no added sugar and no artificial sweetener. Its flavours include tamarind, rose, cardamom, pomegranate and jamun.

Black Friday offer TBD — worth it anyway.

bhangrablends.com @bhangrablends

Biskut Bar USA

London made Indian biscuits and goods presented in recyclable, compostable and reusable packaging.

START WITH Diwali gift set

Black Friday offer TBD — worth it anyway.

biskutbar.com @biskutbar

Blue Pepper CANADA

An independent food brand based in Canada. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

bluepepper.ca @bluepepperworld

Bodha drinks UK

Bodha Drinks makes British made alcohol free soft drinks inspired by global cuisine and designed to pair with food. The range uses real botanicals and kitchen ingredients and is lower in sugar than traditional soft drinks.

Black Friday offer TBD — worth it anyway.

bodhadrinks.co.uk @bodhadrinks

Bombay Pop

An independent food brand. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

drinkjuci.com

Brooklyn Delhi USA

Indian pantry staples and meal starters inspired by Indian roots and global flavours.

START WITH The Starter Pack

THE DEAL Free shipping on orders $50 and above. Save 15% today.

brooklyndelhi.com @brooklyndelhi

Bunta Beer Co UK

Non alcoholic beer crafted to complement Indian cuisine.

START WITH Bunta non alcoholic beer

Black Friday offer TBD — worth it anyway.

buntabeer.com @buntabeer

Chai Tonics

Chai Tonics makes instant vegan chai lattes from Ayurvedic superfood blends and coconut milk, made for calm, focus and steady energy. Organic and non GMO, with 1g of unrefined sugar.

START WITH Instant vegan chai latte

Black Friday offer TBD — worth it anyway.

chaitonics.com @chaitonics

Chaiwala USA

Family owned brand making hand blended organic chai in Long Island, New York.

START WITH Karak Chai

THE DEAL Use code VIP10 at checkout for an additional 10% discount.

chaiwala.us @chaiwalausa

Chutni Punch

South Indian finishing seasoning powders inspired by chutney podis, designed to sprinkle, mix or toss into everyday foods. Founder Sahithya Wintrich grew up in Southern India.

START WITH Spicy Peanut

Black Friday offer TBD — worth it anyway.

chutnipunch.com

Dabbadrop UK

A London vegetarian South Asian meal subscription, delivering home cooked food in reusable steel dabbas by bike and zero emission vehicle. Founded by Anshu Ahuja and Renee Williams.

START WITH Weekly dabba meal subscription

Black Friday offer TBD — worth it anyway.

dabbadrop.co.uk @dabbadrop

Dosti Beer UK

Dosti Beer is an Indian inspired beer brand from the UK, created by British Indian African siblings. It makes two lagers, Peela Gold with saffron and Gully Green with curry leaf, made to be shared with friends.

Black Friday offer TBD — worth it anyway.

dostibeer.com @dostibeer

DTOCS USA

Elegant, compostable single use plates, bowls and takeout containers for the party you don't want to clean up after, founded by Pallavi Pande.

START WITH Palm leaf plates

THE DEAL 20% off plus free shipping with code BROWNGIRLS.

dtocs.com @dtocsplates

Elaichi co. USA

Chai blends for home brewing, with cafes in Berkeley and San Francisco.

START WITH Karak Chai Blend

THE DEAL Chai Lover Bundle $64.80, regular $72. Chai Traveler Bundle $65, regular $71.

elaichico.com @officialelaichico

Flutter Butter Bakery

Flutter Butter Bakery makes gluten free gourmet cookies in New York, baked fresh and shipped nationwide every Monday.

START WITH Large brown butter chocolate chip cookies

Black Friday offer TBD — worth it anyway.

flutterbutterbakery.com @flutterbutterbakery

Fox Puffs USA

An independent food brand based in United States. Tap through to stock up on pantry gifts and treats.

START WITH Clever Cub Snack Set

THE DEAL Buy a 4 pack, get a 5th bag free, or buy 8 and get 2 free. Clever Cub Snack Set $34.99 (reg. $37.99). Free shipping, Nov 27 to 30.

foxpuffs.com @foxpuffsnacks

Garam Goddess USA

Hot sauces inspired by Mumbai, combining fruit, chiles and Indian spices.

START WITH Imli Jeera (Tamarind Cumin) Hot Sauce

THE DEAL Free shipping over $35.

garamgoddess.com @garamgoddess

Ginny CANADA

A non alcoholic botanical spritzer made with adaptogenic plants from Asian and African traditions, developed with a naturopathic doctor.

THE DEAL 40% off the 12 pack and 30% off the 6 pack, with free shipping on orders over $50.

drinkginny.com @drinkginny

Gorgie Energy Drinks USA

Energy drinks made with green tea and functional ingredients.

START WITH Berry Burst

Black Friday offer TBD — worth it anyway.

getgorgie.com @getgorgie

Halwa NYC USA

A New York dessert venture run by a husband and wife duo, reimagining classic South Asian halwa in modern forms like cookies, croissants, pies and ice cream, made with traditional halwai methods.

START WITH Halwa pints

Black Friday offer TBD — worth it anyway.

halwanyc.com @halwanyc

Happy Panda USA

Energy drinks made with citicoline, electrolytes, B vitamins, caffeine and L theanine.

START WITH Charged Up Cherry Lime

Black Friday offer TBD — worth it anyway.

drinkhappypanda.com @drinkhappypanda

Happy Pops CANADA

All natural frozen treats from Toronto made with real fruit. Vegan, dairy free, gluten free and nut free, with no artificial flavours or colours.

THE DEAL Spend more, save more: 15% off $75, 20% off $100, 25% off $150, 30% off $250.

happypops.ca @eathappypops

Its Actually Co. USA

Nourishing small batch broths from Dallas, inspired by Pakistani family recipes and made without preservatives.

START WITH Halal Chicken Bone Broth

Black Friday offer TBD — worth it anyway.

itsactually.co @itsactuallyco

Juni USA

Sparkling adaptogen drinks, green teas and wellness stick packs, cofounded by Radhi Devlukia.

START WITH Best Seller Variety Pack

THE DEAL Subscribe and save 10% on any 12 pack. Sign up for 15% off.

drinkjuni.com @drinkjuni

Khalo USA

Seasoning pastes made with spices and superfoods for everyday meals.

START WITH Spicy and Savory Duo Seasoning Set

Black Friday offer TBD — worth it anyway.

khaloworld.com @khalokitchen

MAJI UK

MAJI is a British South Asian chai brand selling proper chai sachets made with real spice and real milk. One sachet makes a cup hot, iced or overnight in five minutes.

Black Friday offer TBD — worth it anyway.

majidrinks.co.uk @majidrinks

Mata Masala

An independent food brand. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

matamasala.co.uk @matamasala_

Mohan's Cafe USA

NYC small batch, organic, spice forward beverage syrups inspired by South Asian heritage. Slow reduced cane sugar and whole botanicals come in glass flasks, good for up to 20 drinks each.

START WITH Royal Rose Syrup Gift Set with Cardamom

THE DEAL Up to 15% off syrup gift sets

mohanscafe.com @mohanscafellc

Moms chai CANADA

Moms Chai is a South Asian wellness brand offering ghee body butter, chai masala and turmeric latte blends, preserving South Asian wellness traditions for modern everyday life.

START WITH Whipped Ghee Body Butter

THE DEAL Order 2 bags of Moms Chai Masala and receive 20% off with code CHAI20.

momschai.ca @momschai

Moonji UK

Moonji makes luxury plant based ice cream inspired by Ayurveda, using an oat and coconut base infused with whole spices. It is handcrafted in the UK and sold in 100ml tubs in four flavours.

Black Friday offer TBD — worth it anyway.

wearemoonji.com @wearemoonji

Mothers Blend Tea CANADA

An independent food brand based in Canada. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

mothersblend.ca @mothersblend_tea

Nibble & Nosh Sweet and Savory Treats USA

An independent food brand based in United States. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

@nibble.and.nosh_treats

NomNomz

An independent food brand. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

eatnomnomz.com @_eatnomnomz_

Numki USA

A savory protein snack mix flavored with South Asian spices, baked in coconut oil, with 8g of plant protein per 100 calorie serving.

START WITH Single serving pouches ($21 for a 6 pack)

THE DEAL $5 off orders of $25, live from Nov 23.

eatnumki.com @eatnumki

Oh Ghee

An independent food brand. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

vreshfoods.com @og.ghee

Omega Pressery UK

Omega Pressery makes cold pressed extra virgin avocado oil and macadamia oil from surplus wonky fruit and nuts sourced from smallholder farms in Kenya. The oils are pressed with zero heat, zero blends and zero chemicals for everyday cooking and drizzling.

Black Friday offer TBD — worth it anyway.

omegapressery.com @omegapressery

Oshi Ghee USA

A Bengali style ghee from Rochester, New York, made from founder Aashna Ahmed's family recipe. A pantry staple for cooking, baking or spreading, with a high smoke point.

START WITH Ghee Gift Pack

Black Friday offer TBD — worth it anyway.

oshighee.com @oshighee

Ottavino Wines USA

Ottavino Wines is a small California wine label launched in 2020 by winemaker Shalini Sekhar. It makes small lot wines from less common grape varieties in California, including Grüner Veltliner, with minimal intervention winemaking.

START WITH 2023 Ottavino Chardonnay, Grüner Veltliner

Black Friday offer TBD — worth it anyway.

ottavinowines.com @ottavinowines

Our Place USA

Cookware and kitchen essentials including appliances, bakeware, tableware and tools, cofounded by Shiza Shahid.

START WITH Titanium Pro Cookware Set+

THE DEAL Save $247 on the Titanium Pro Cookware Set+. Free shipping $135+ and free returns.

fromourplace.com @ourplace

Panj River USA

Panj River makes small batch handmade fruit leather in San Francisco, inspired by Punjabi flavors and California influences. Its mango lassi leather is made with fresh hand cut mangos, shredded coconut and cardamom, with no added sugar.

START WITH Mango Lassi Fruit Leather

Black Friday offer TBD — worth it anyway.

panjriver.com @panj.river

Paro USA

South Asian inspired lentil crisps in bold global flavours.

START WITH Paro Chips

Black Friday offer TBD — worth it anyway.

fromparo.com @fromparo

Paryani Foods USA

Atlanta based gluten free artisan bakery shipping small batch breads and cakes nationwide.

START WITH Lemon & Chocolate Coconut Cake Duo, 4 Pack

THE DEAL Subscribe and save 5% on the cake duo; newsletter subscribers get 10% off their first purchase.

eatsincerely.com @sincerelyByParyani

PUR Spices Limited USA

Freeze dried snacks, globally inspired sauces and spices made without the top nine allergens.

START WITH Variety pack

THE DEAL Free shipping on orders over $35. Get 10% off your first order.

purspices.com @purspices

Purposefuel USA

Plant based snack bites made with superfoods, nuts and real fruit.

START WITH Chocolate Raspberry Cacao, 3 Pack

THE DEAL Save 5% on the Variety 6 Pack. Free shipping on orders over $20.

purposefuelfoods.com @purposefuelfoods

Revs Ravishing Chocolates USA

An independent food brand based in United States. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

@revs_ravishing_chocolates

Rijun USA

Sai Masala makes homemade masala powders for home cooking. Its site lists Karuvepillai Powder, a curry leaf powder.

START WITH Karuvepillai Powder (Curry Leaf Powder)

Black Friday offer TBD — worth it anyway.

saimasala.com @saimasala.india

Rose & Petals HiTea

An independent food brand. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

roseandpetals-hitea.com @roseandpetals_hitea

Samsara Nutrition

An independent food brand. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

samsaranutrition.com @samsaranutrition

Shikshak UK

Shikshak is an online Indian cooking school run by Monica, offering live monthly classes, fortnightly Curry Clinics and a library of over 150 video recipes.

START WITH Annual gift voucher

THE DEAL 30% off the annual gift voucher (£109.12, was £155.88) until midday Nov 21, then 20% off until Nov 27. No code needed.

shikshak.co.uk @shikshakmonica

Simply Sacred

An independent food brand. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

simplysacredblends.com @simplysacred.blends

SNtial Treats

An independent food brand. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

sntialco.com

The Spice Drops USA

Ultra concentrated chili oil designed to add heat without changing food flavour.

START WITH The Spice Drops

THE DEAL Free shipping on all orders over $29.

thespicedrops.com @thespicedrops

Spicytude USA

A Texas Indian gourmet food company making spice kits with simple recipes and video guides, plus a sugar free, dairy free chai masala. In 25 HEB stores and 3rd place in HEB Quest for Texas Best 2025.

START WITH Indian spice kits and Chai Masala

THE DEAL 10% off all bundles, Nov 15 to Dec 31.

spicytude.com @spicytude_spices

Sumthin About Spice USA

Seasonings designed to make everyday meals flavourful and easy.

START WITH For Everythin multipurpose seasoning

Black Friday offer TBD — worth it anyway.

sumthinaboutspice.com @sumthinaboutspice

Superfoodio UK

Superfoodio makes plant based peanut butter snacks in the UK, including mess free Peanut Butter Buttons and Peanut Butter Better Cups made with natural ingredients and no refined sugar.

Black Friday offer TBD — worth it anyway.

superfoodio.com @superfoodio

Swaadish By Neelma USA

Nostalgic Indian sweets reimagined as modern desserts, from rasmalai cake to besan ladoo.

START WITH Rasmalai Cake

Black Friday offer TBD — worth it anyway.

swaadishbyneelma.com @swaadishbyneelma

Sweet Hypothesis

An independent food brand. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

sweethypothesis.com @sweet_hypothesis

Tasting India USA

Indian inspired chili oils, spice blends and masala chai.

START WITH Bombay Chili Crunch

THE DEAL Free shipping on orders over $75, continental US only.

shoptastingindia.com @tasting_india

Tea Drops USA

Single serve drops made from organic tea, spices and botanicals that dissolve in hot water.

START WITH Deluxe Tea Sampler

THE DEAL Free mystery Tea Drop with every order.

myteadrop.com @myteadrop

Third Culture Kat UK

Condiments rooted in South Asian culinary traditions, made in collaboration with Pakistani farmers.

START WITH Kashmiri Chilli Oil

THE DEAL 15% off your first order when you subscribe to the newsletter.

thirdculturekat.com @tckcondiments

UTSAV

An independent food brand. Tap through to stock up on pantry gifts and treats.

Black Friday offer TBD — worth it anyway.

theutsavfoods.com @theutsavfoods

Whiskey Stories USA

Whiskey Stories is a Michelin Guide recommended luxury whiskey experience company in Brooklyn. It pairs four high end whiskies with four gourmet food courses in immersive multisensory tastings, and also sells a line of whiskey based unisex colognes.

START WITH Whiskey In the Dark®, Whiskey based unisex colognes, Immersive multisensory whiskey experiences

Black Friday offer TBD — worth it anyway.

whiskeystories.rocks @whiskeystories

Wild Chai UK

Ayurvedic inspired chai and wellness blends made with fresh spices.

START WITH Monsoon Hills Authentic Masala Chai Blend

THE DEAL Free UK delivery on orders over £25.

wildchai.co.uk @wildchaiuk

Wellness

Rituals, movement and self care.

Antara CANADA

Guided journaling brand for South Asian women exploring cultural identity, personal growth and everyday reflection.

START WITH The Honest Hour Journal

THE DEAL Gift set plus free shipping for a limited time.

antarajournal.com @Antarajournal

Arrae CANADA

Wellness brand offering supplements and drink powders across protein, digestion and other routine focused categories.

START WITH Clear Protein+ Lemon Lime

THE DEAL Subscribe and save up to 30%; free shipping on orders $100+ or with subscription.

arrae.com @arrae

Aurja USA

Luxury fragrance brand offering scented candles in reusable sculptural ceramic vessels with messages revealed as they burn.

START WITH Chakra candle

Black Friday offer TBD — worth it anyway.

aurjacollective.com @aurjacollective

AVA Wellness UK

UK storefront offering Sri Lankan skincare, body care and Ayurvedic inspired wellness essentials.

START WITH Yiva Ceylon Ylang Ylang Face Mist

THE DEAL Four Elements Hydrating Lip Butter on sale at £6.00, regular £7.50.

ava-wellness.co.uk @ava_srilankanwellness

Chand & Radha CANADA

Indian heritage lifestyle label offering Ayurvedic inspired superfood latte blends alongside art and home accessories.

START WITH Mango Superfood Latte

THE DEAL Daughters of Kathiawar fine art print: sale price $20, regular $30.

chandandradha.com @chandandradha

Get Toned by Robin CANADA

Get Toned by Robin offers electric muscle stimulation sessions that tone, sculpt and strengthen the body in 45 minute treatments. The Surrey based service uses the Sculpt 360 8 in 1 full body and face EMS system for muscle building, inch loss and skin lifting.

START WITH Sculpt 360 8 in 1 Full Body and Face EMS System

Black Friday offer TBD — worth it anyway.

sculpt360.ca @get_toned_by_robin

Glow Body CANADA

Glow Body makes Dream Protein, a protein powder made with beef isolate and hydrolyzed collagen. It is made in Canada and designed to be easy on sensitive stomachs, with 30 grams of protein per scoop.

START WITH Glow Protein

Black Friday offer TBD — worth it anyway.

glowbody.ca @drinkglowbody

Hey Freya USA

Women's wellness brand offering supplements, at home testing and support.

START WITH Thrive

Black Friday offer TBD — worth it anyway.

heyfreya.co @heyfreya.co

Kahaani Puraani UK

Wellness ritual brand drawing on Indian traditions, with educational playing cards and tools for everyday rituals.

START WITH The Yoga Fables: Stories Behind The Poses Indian Playing Cards

THE DEAL 10% off your first order when you sign up.

kahaanipuraani.com @kahaanipuraani_

KÖPPEN

KÖPPEN makes oral care essentials, including tongue scrapers, mouthwash, floss and lip care, offered individually and in sets.

START WITH Copper Tongue Scraper + Holder

THE DEAL Join the newsletter for 10% off your first order. 15% off with Subscribe & Save.

koppen.co

MahaGhee USA

Single origin ghee brand offering traditionally prepared ghee made from native cow milk at Muni Seva Ashram in western India.

START WITH Maha Ghee Goshala, 500ml

Black Friday offer TBD — worth it anyway.

mahaghee.com @mahaghee

Marma Rituals INDIA

Botanical beauty and self care label offering face mists, oils, masks and portable ritual kits.

START WITH Conscious Kit

THE DEAL 10% off your first order. Buy 2 or more and get 20% off.

marmarituals.com @marmarituals

Miyara Health SWITZERLAND

Women's midlife health platform offering period and symptom tracking, educational programs and access to experts.

START WITH Miyara Health app

Black Friday offer TBD — worth it anyway.

miyarahealth.com @miyara_women

Muva UK

Muva is a curated online shop for womens health products, bringing selected products for periods, pregnancy, menopause and wellbeing together in one place.

Black Friday offer TBD — worth it anyway.

wearemuva.com @muva_uk

Naomi's Naturals USA

Crystal charged aromatherapy mists and sprays for home, body and spirit, founded by Naomi Kumar.

START WITH Aromatherapy mists

THE DEAL 20% off orders over $45, Nov 20 to 30.

naomisnaturals.com @naomis.naturals

Neeshi USA

Food brand offering plant based dark cacao spread and a nourishing protein blend.

START WITH The Daily Spoonful Dark Cacao Spread

THE DEAL Subscribe and save 20%. Get 10% off your first order.

neeshi.com @shopneeshi

OMSutra USA

Indian heritage craft brand selling shawls, yoga accessories, home decor and bags made with artisan communities.

START WITH OM Namah Shivay Handwoven Shawl

Black Friday offer TBD — worth it anyway.

omsutra.com @omsutra

The One Labs UK

The One Labs is a doctor developed supplement brand for women, founded by NHS womens health GP Dr Ravina Bhanot. Its all in one daily capsule, The One, provides clinically studied nutrients to support trying to conceive, pregnancy and postpartum.

Black Friday offer TBD — worth it anyway.

theonelabs.co @theone_labs

Oova USA

At home hormone monitoring kits paired with an app for scanning test strips and reviewing hormone data over time.

START WITH Oova Hormone Monitoring Kit

THE DEAL Members receive 30% off their monthly test kits.

oova.life @oovalife

Period Harmony UK

Period Harmony makes natural, drug free skin patches that soothe period cramp discomfort for up to 12 hours. The patches use Boswellia, menthol and eucalyptus and can be applied to the abdomen, back or legs.

Black Friday offer TBD — worth it anyway.

periodharmony.com @periodharmony

Poplin SINGAPORE

Self guided journals, creative journaling resources and workshops focused on reflection and personal growth.

START WITH Self Love Workbook Set

THE DEAL Free delivery for all Workbook Sets.

poplin.shop @popwithpoplin

Soul Tara USA

Spiritual practice tools including guided journals, ritual kits, aura sprays and bath salts, alongside workshops and community programs.

START WITH Cosmic Starlight Guided Journal

THE DEAL Free shipping on orders of $65+ in the US. Join the Soul Friends for 10% off your first order.

soultara.co @_soultara_

Tula CANADA

Latte mix brand offering flavors such as Golden Milk, Rose Cardamom and Pumpkin Spice.

START WITH Mini Pumpkin Spice Latte Mix

THE DEAL Free gift with subscription. Free shipping on your first order.

siptula.com @sip.tula

Viti Vitamins USA

A migraine and headache prevention gummy, formulated by Anshika Saini with her neurologist cofounder.

START WITH Clear Migraine Support Gummies

THE DEAL 25% off your entire order.

vitivitamins.com @vitivitamins

The Yoga Pillow USA

Portable cushion covers designed to add padding to standard size yoga blocks.

START WITH The Yoga Pillow

THE DEAL 2 Yoga Pillows for $99.99. Free US shipping when you spend $70+.

theyogapillow.com @theYogaPillow

Kids & Games

For the little ones and the group chat.

108 Puzzles UK

Beautifully designed jigsaw puzzles and toys that encourage cultural connection through play.

START WITH Hanuman's Story puzzle

Black Friday offer TBD — worth it anyway.

108puzzles.com @108puzzles

Bol and Sol Books USA

Bol and Sol Books creates evidence based books and educational resources that help families of South Asian descent share their heritage languages and cultures across generations.

START WITH The Desi Dot Book

Black Friday offer TBD — worth it anyway.

bolandsolbooks.com @bolandsolbooks

Bubbsi USA

Coconut oil based skincare for babies and children, including wash, cream, balm and conditioner.

START WITH The Bubbsi Routine

THE DEAL 15% off sitewide for new customers with code fall15.

lovebubbsi.com @lovebubbsi

Buboodee USA

Bamboo children's pajamas and accessories featuring culturally inclusive designs inspired by an Indian American mother's family traditions.

START WITH Catching Fireflies Long Sleeve Pajama Set

THE DEAL 10% off your first purchase. Free shipping on orders $100+.

buboodee.com @shopbuboodee

Chai Table Games USA

Dabba Dash, an original board game inspired by Mumbai's legendary dabbawallas, founded by Viha Gupta.

START WITH Dabba Dash

THE DEAL 20% off all Dabba Dash editions (Matte $36, Silk $40), Nov 26 to 30. Free shipping over $60.

dabbadashgame.com @chaitablegames

Chomp Shop USA

Creative building tools for young makers using cardboard, with project bundles and classroom resources.

START WITH ChompSaw

THE DEAL Free shipping on every order.

chompshop.com @itschompshop

Cradlewise USA

Convertible smart bassinet and crib with a built in baby monitor and sound machine.

START WITH Cradlewise Smart Crib

THE DEAL The Smart Crib is $1,599, down from $1,999 (save $400), through Nov 30. Savings vary by delivery window.

cradlewise.com @cradlewise

Dimohe INDIA

Indian craft label selling block printed cotton, linen, hand embroidered bags, home goods, kidswear and Ayurvedic inspired care.

START WITH Gulnaar Linen Cushion Cover, Earth Brown

THE DEAL Use code DIWALI at checkout for 15% off.

dimohe.com @dimohe.store

Grāmah Baby LLC USA

Baby care essentials rooted in South Asian and Ayurvedic traditions, including oils for everyday family rituals, founded by Mehgha Shyam.

START WITH Shanta Baby Oil

THE DEAL 15% off sitewide from Nov 18, plus free shipping.

gramahbaby.com @gramahbaby

Hand Illustrated Kids Water Bottle USA

Stainless steel water bottles illustrated with affirmations and designed for children's school bags and everyday use.

START WITH I am Brave Owl Bottle

THE DEAL I am Brave Owl Bottle: sale price $24.99 CAD, original price $34.99 CAD.

inkaara.com @Inkaara

Jhula USA

A mom founded apparel brand celebrating mothers and their children, with elevated loungewear, coordinating prints and matching bundles for pregnancy, postpartum and beyond.

START WITH The Honor Loungewear Two Piece Matching Set

THE DEAL 40% off one product a day for a week starting Nov 23, a new deal each morning for 24 hours, starting with the Honor Loungewear Set.

myjhula.com @myjhula

KiddyKind USA

UK retailer curating organic and low tox baby and children's clothing, toys and gifts from independent brands.

START WITH Curated baby and kids gifts

Black Friday offer TBD — worth it anyway.

kiddykind.com @kiddykind_

Kuljinder Writes CANADA

Kuljinder Kaur Brar is a picture book author, educator and speaker.

Black Friday offer TBD — worth it anyway.

kuljinderwrites.com @kuljinderwrites

Kulture Khazana USA

Mom founded cultural play brand creating Indian and South Asian toys, crafts and festival kits for children, founded by Akriti Babaria.

START WITH Make Your Own Rangoli Mandala Sand Art Kit

THE DEAL Free shipping on orders over $39.99.

kulturekhazana.com @kulture_khazana

Lingo Dodo USA

Screen free learning pads and plush toys that make language learning fun, founded by Milan Rana.

START WITH Learning pads

THE DEAL Code Gift10 on everything.

lingododo.com @lingododo

Little Ladoo CANADA

South Asian cultural toys designed to bring Indian traditions and diverse play into children's homes.

START WITH Ultimate Play Pack

THE DEAL Free shipping on orders over $99 (Canada and USA).

shoplittleladoo.com @little.ladoo

Love Writing Co UK

Love Writing Co makes screen free handwriting practice books and tripod grip pencils sized for small hands for children aged 2 to 9. Its resources build pencil grip, letter formation and confidence, and are approved by the British Dyslexia Association.

Black Friday offer TBD — worth it anyway.

lovewritingco.com @lovewritingco

Masala Mix Game USA

South Asian party games for the next family night, founded by Millie Barman.

START WITH Masala Mix

THE DEAL A free expansion pack of your choice with any order ($25 value).

masalamixgame.com @masalamixgame

Maya's Worldly Wonders UK

Maya's Worldly Wonders is a children's travel adventure multimedia brand for children aged 5 to 11, following Maya, a bold British Indian girl exploring the world one destination at a time. It sells illustrated chapter books plus gifts and merchandise such as a plush doll, backpacks and bookmarks, inspired by founder Sharika Chauhan's real travels across more than 45 countries.

Black Friday offer TBD — worth it anyway.

mayasworldlywonders.com @mayas.worldly.wonders

Miss Ayana Rose AUSTRALIA

Australian owned children's clothing label offering handmade, hand smocked and embroidered garments crafted by women artisans.

START WITH Cotton Candy Dream Party Dress

THE DEAL Free AU and NZ shipping on orders over AU$150; free international shipping over AU$300.

missayanarose.com @missayanarose

My Love For Paws CANADA

My Love for Paws is a Canadian pet brand that makes modern and stylish products for dogs, including slow feeder bowls, lick mats, leashes and harnesses. A portion of every purchase supports animal shelters and welfare organizations.

START WITH Hive 3 in 1 Bowl, Slow Feeder Bowl, Waterproof Leashes

Black Friday offer TBD — worth it anyway.

myloveforpaws.com @myloveforpaws.co

Pink Burfi USA

Pink Burfi makes ready to use arts and crafts kits and activity boxes that help kids learn about Indian culture and festivals through play. Everything needed for each activity is included in the box.

START WITH Resist Art Canvas Rangoli Mandala

Black Friday offer TBD — worth it anyway.

pinkburfi.com @pinkburfi

Prosocial Netball League Ltd UK

ProSocial runs well organised netball leagues in London that combine high quality competition with a welcoming social atmosphere. The leagues are open to players of all abilities and use qualified umpires for every game.

Black Friday offer TBD — worth it anyway.

prosocialnetball.co.uk @prosocialnetball

Romeo Pret USA

Children's eastern wear label offering traditional designs and contemporary cuts for boys and girls.

START WITH Arabic Alphabet Vest

THE DEAL 40% off the entire website, no code needed. Up to 55% off new season bundles.

romeopret.com @shopromeopret

Samosa UK

Desi party board game with 1,800 challenges for friends and family.

START WITH Samosa, The Ultimate Desi Party Game

THE DEAL Buy 2+, save 10% or more. Free shipping on UK and US orders.

playsamosa.com @playsamosa

Spiked Chai Game USA

Desi themed party card game with 101 prompts spanning trivia, truths, dares and Bollywood inspired activities.

START WITH Spiked Chai, The Desi Drinking Game

Black Friday offer TBD — worth it anyway.

spikedchaigame.com @spikedchaigame

Tau Toys USA

Tau Toys is a small family owned business that makes handmade wooden Play Kits for children. Each kit has vibrant toys inspired by Montessori learning methods, painted with plant based dyes and colors by artisans in India.

Black Friday offer TBD — worth it anyway.

tautoys.com @toys.tau

Toddlers Love To Cook

A monthly cooking box for kids 18 months to 5, one hand skill at a time, founded by Sowmya Subramanian.

START WITH Holiday Gift Bundle

THE DEAL The $50 Holiday Gift Bundle with free shipping, including 24 kitchen advent cards. Order by Nov 25.

toddlerslovetocook.com @toddlerslovetocook

Tres London UK

Premium childrenswear designed and made in the UK: timeless, chic daywear for little ones.

START WITH SoHo Ribbed Hoodie

Black Friday offer TBD — worth it anyway.

treslondon.com @tres.london

Books & Media

Stories by and for brown girls.

A Guardian and a Thief USA

Megha Majumdar's 2025 novel, set in a near future Kolkata, follows a family seeking climate visas and the young thief who steals them. A National Book Award finalist from Knopf and a Carnegie Medal winner.

START WITH A Guardian and a Thief (novel)

Black Friday offer TBD — worth it anyway.

meghamajumdar.com @megha.maj

A very Happy Ramadan UK

A Very Happy Ramadan is a cheerful picture book for children aged 2 and up that follows Rayhan and his family as they celebrate Ramadan. It is a warm and relatable introduction to fasting and family traditions for all children.

START WITH A Very Happy Ramadan

Black Friday offer TBD — worth it anyway.

amdassu.com @a.m.dassu

Anni Dreams of Biryani SINGAPORE

Anni Dreams of Biryani is a picture book by Namita Moolani Mehra about a young girl trying to learn the secret recipe for her favourite biryani. It comes from Indian Spicebox, a Singapore social impact business that sells organic spice kits and cookbooks and funds hot meals for children in India.

START WITH Anni Dreams of Biryani, Spicebox Kit, Cooking with Indian Spicebox

Black Friday offer TBD — worth it anyway.

indian-spicebox.com @indianspicebox

AUGGIE SIMON USA

Self published children's books, workbooks and activity books by author Nancy Augustine.

START WITH Affirmations

Black Friday offer TBD — worth it anyway.

@auggiesimonbooks

Beautiful Everydays CANADA

A guide to living in the here and now, co authored by Palak Dave, with ideas for meaningful offline moments, self care prompts and thoughtful photography. A warm pick for anyone craving a slower pace.

START WITH Beautiful Everydays: A Guide to Living in the Here and Now

Black Friday offer TBD — worth it anyway.

palakdave.com @paldave

Catwalk Through Life USA

Catwalk Through Life is a lifestyle podcast and blog by Rashi Stephens sharing tips and stories about ambition, positivity and a healthy lifestyle. She also offers a Gratitude Journal and a Becoming That Mom Guidebook.

START WITH Gratitude Journal, Becoming That Mom Guidebook

Black Friday offer TBD — worth it anyway.

stan.store @rashistephens

Defy USA

The book by organizational psychologist Dr. Sunita Sah on the power of saying no in a world that demands yes. A thoughtful read for anyone learning to trust their own voice.

START WITH Defy: The Power of No in a World That Demands Yes

Black Friday offer TBD — worth it anyway.

sunitasah.com @drsunitasah

The Desi Dictionary UK

Children's books and an app that teach Hindi, Gujarati, Punjabi or Marathi in bite sized lessons, founded by Tanvee Manjure.

START WITH The desi dictionary app

THE DEAL 20% off annual app subscriptions worldwide, plus 20% off all books in the UK, Nov 20 to Dec 1.

thedesidictionary.com @thedesidictionary_

Elevating Echoes CANADA

Children's books and poetry, including Dadi's Dupattas and Pinglish Poetry, for every millennial who grew up mixing English and Punjabi, founded by Deborah Dinshaw.

START WITH Pinglish Poetry, Dadi's Dupattas, A Mindful Maalish, Shubh Ratri Big Nani

Black Friday offer TBD — worth it anyway.

elevatingechoes.ca @elevating_echoes

Humanness.ing USA

Humanness.ing makes the We, Humans book, a set of 35 short card chapters that offer practical guidance for understanding big emotions and everyday human experiences. It also offers workshops and a structured framework to help readers build skill in handling daily challenges with ease.

START WITH We, Humans book

Black Friday offer TBD — worth it anyway.

humanness.ing @humanness.ing

It's That Time of Year Series AUSTRALIA

A children's picture book series by Vanessa Kapadia celebrating South Asian festivals, with titles like Diwali Is Here! and Raksha Bandhan Is Here! A sweet way to share traditions with little readers.

START WITH Diwali Is Here!

Black Friday offer TBD — worth it anyway.

itsthattimeofyearseries.com @itsthattimeofyear_series

The Jai Jais UK

The Jai Jais makes illustrated childrens books and yoga and mindfulness resources that introduce children aged 0 to 12 to Hindu festivals, deities and Indian culture. Its range also includes activity packs and blogs that explain Hindu traditions in simple language.

START WITH Ganesh, Hanuman, Laxmi books

Black Friday offer TBD — worth it anyway.

thejaijais.com @thejaijais

Jholly Good Times AUSTRALIA

Jholly Good Times is run by Joshi and Ash Jholl, who make gifts inspired by daily life, family, friends and communities. Their books and other goodies put education and wellness at the heart.

Black Friday offer TBD — worth it anyway.

jhollygoodtimes.com @jhollygoodtimes

My Beautiful Fluff USA

Black owned, body positive lifestyle brand with apparel, bags and books for plus size women. Includes a community coloring book and a guided journal for new business owners.

START WITH Dream Out Loud guided journal for entrepreneurs ($25)

THE DEAL 20% off plus free gifts. The sale opens to everyone Nov 27 (VIP list shops first).

mybeautifulfluff.com @shopmybeautifulfluff

Papa's Butter Chicken USA

Papa's Butter Chicken is a children's picture book by author Monica Saigal. It follows a young girl cooking butter chicken with her father and celebrates family, food, and community, and it includes a butter chicken recipe to make together.

START WITH Papa's Butter Chicken

Black Friday offer TBD — worth it anyway.

@monicasaigalbhide

The Raz Patel Show USA

The Raz Patel Show is a podcast hosted by Raz Patel featuring conversations about confidence, wellness, resilience, leadership, and reinvention. It brings together leaders, physicians, entrepreneurs, creatives, and changemakers to share stories of setbacks and comebacks.

Black Friday offer TBD — worth it anyway.

razpatel.com @razPatelOfficial

Stories For South Asian Super Kids UK

An illustrated collection of biographies of 50 notable South Asian women and men, from business leaders and entertainers to authors and chefs. It is made to help South Asian kids dream beyond limited stereotypes and see inspiring real life stories.

START WITH Stories for South Asian Super Kids, Stories for South Asian Supergirls

Black Friday offer TBD — worth it anyway.

southasiansupergirls.com @rjkhr

Super Shriya Stories

A UK children's book brand by Shilpa Kotecha Tailor starring Shriya, a South Asian superhero. Her first book is a light hearted rhyming story that helps kids overcome self doubt.

START WITH Super Shriya and the Purple Diya

THE DEAL 10% off with code SHRIYA10BF.

supershriya.com @supershriyastories

Thats Not My Name CANADA

Anoosha Syed is a Pakistani Canadian author and illustrator of inclusive picture books for children. Her stories centre identity, belonging and speaking up for yourself.

START WITH That's Not My Name!, Lost Stick, The Salt Princess

Black Friday offer TBD — worth it anyway.

anooshasyed.com @anooshadraws

This American Woman: A One-In-A-Billion Memoir

USA

This American Woman is the New York Times bestselling memoir by Indian American comedian Zarna Garg. It tells her story from escaping an arranged marriage and homelessness in India to building a new life in America and launching a comedy career in midlife.

START WITH This American Woman: A One In A Billion Memoir

Black Friday offer TBD — worth it anyway.

zarnagarg.com @zarnagarg

Toxic Productivity USA

A book by psychotherapist Israa Nasir on reclaiming your time and emotional energy in a world that always demands more. A thoughtful read for the overachiever in your life.

START WITH Toxic Productivity (book)

Black Friday offer TBD — worth it anyway.

israanasir.com @well.guide

The "I" in Indian USA

A romantic comedy novel by Bhavna Bhatia following Aria Kapoor, a second generation Indian American navigating love, family and cultural expectations.

START WITH The I In Indian

Black Friday offer TBD — worth it anyway.

iinindian.com @iinindianbook

Shops & Gifts

Boutiques and marketplaces worth a browse.

Aurevaa USA

Handcrafted Indian tableware for people who host, from 24K gold bone china to hand engraved brass, founded by Neha Paul.

START WITH Build your own Chai Ritual Set

THE DEAL 20% off every handcrafted piece, including the Chai Ritual Set at $174 (reg. $218). Free US shipping over $100.

aurevaa.com @theaurevaashop

Crescent Street Design

An independent brand. Tap through to explore what they offer this season.

Black Friday offer TBD — worth it anyway.

crescentstreetdesign.com @crescentstreetdesign

Desi Local Co. USA

The best of modern India, delivered in the US: brass and cast iron cookware, ceramics, block print bedding and snacks, founded by Amrita Khanna.

START WITH Brass and cast iron cookware

THE DEAL Up to 20% off sitewide Nov 15 to 30, no code needed.

desilocal.co @desilocalco

Ginni's World USA

Ginni's World makes personalized gifts and custom engraved home decor, including cutting boards, mugs, tumblers, and ornaments. It also offers custom corporate gifts and live engraving for events.

START WITH Marble Charcuterie Board Set

Black Friday offer TBD — worth it anyway.

ginnisworld.com @ginnis_world

I Wrapped Them

An independent brand. Tap through to explore what they offer this season.

Black Friday offer TBD — worth it anyway.

iwrappedthem.com

Ihsan Ishan Design USA

An award winning creative studio making silk scarves, apparel, bags and art prints from original artwork that celebrate connections across cultures and faiths.

START WITH The Tabla Collection

THE DEAL Free US shipping over $50 with code FREESHIP50.

ihsanishan.com @ihsan_ishan_design

The indie shelf USA

The Indie Shelf is a Philadelphia boutique that stocks clean and natural beauty and skincare from indie brands around the world. Its curated shelves include skincare, makeup, fragrance, personal care, home scents, baby care and accessories.

START WITH Muskaan Makeup Cerise Nights Regular

Black Friday offer TBD — worth it anyway.

theindieshelf.com @theindieshelfphilly

Karma Collective USA

Karma Collective is a marketplace for buying and selling preloved designer South Asian fashion. Shoppers can find preloved pieces for less than retail, and sellers keep 82% of sale earnings.

Black Friday offer TBD — worth it anyway.

shopkarmacollective.com @shopkarmacollective

Majama Studio USA

Majama Studio is a Portland, Oregon shop selling Desi inspired merch and prints. It offers physical prints, digital downloads, greeting cards, magnets, ornaments, mugs, notebooks, stickers, and totes.

START WITH Physical Prints, Digital Downloads, Greeting Cards

Black Friday offer TBD — worth it anyway.

etsy.com @majamastudio

Paper in the City USA

Paper in the City makes bold and bright South Asian greeting cards for Ramadan and Eid, birthdays, weddings, Bollywood fans and love and friendship. The shop also sells stickers and digital photo booth props, and 100 percent of proceeds help orphans in Pakistan.

START WITH Eid Mubarak 2 Pc Sticker Set, Shan Masala Design, Shaadi Mubarak Wedding Card Set, Mughal Era Design, 5 Pack, Ramadan Mubarak Card Set, 3 Funny Pop Art Shan Masala Islamic Greeting Cards

Black Friday offer TBD — worth it anyway.

paperinthecity.etsy.com @paperinthecityshop

Pitara Inc USA

Curated luxury gift boxes and handcrafted candles inspired by South Asian design, founded by Shaifali Shah.

START WITH Holiday gift boxes

THE DEAL 15% off holiday gifts and candles.

mypitara.com @shopmypitara

Plastic Free Pursuit USA

A one stop shop for sustainable, plastic free living, from zero waste cleaning goods to eco friendly self care. Their shampoo and conditioner bar sets are a gift friendly favorite.

START WITH Shampoo and conditioner bar sets

Black Friday offer TBD — worth it anyway.

plasticfreepursuit.com @plasticfreepursuit

Smriti Designs Gift Shop USA

Smriti Designs is an online Desi gift shop selling funny Bollywood inspired apparel, baby gifts, and custom gift baskets. It also sells handmade mithai candles and other ready to ship gifts sourced from small businesses and creators.

START WITH Hocus Pocus I Need Chai To Focus Tee

Black Friday offer TBD — worth it anyway.

smritidesigns.com @smritidesignsllc

Zaars USA

A peer to peer marketplace for new and preloved South Asian clothing, connecting boutiques and individual sellers with shoppers nationwide.

START WITH Womenswear from Zaars sellers

Black Friday offer TBD — worth it anyway.

shopzaars.com @shopzaars



Don't be an aunty. Be a *Didi.*

Brown Girls, Money Moves is the newsletter for South Asian women who are done with Finance 1.0: who's raising, building, investing, scaling and making moves worth knowing about, every other Thursday.

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Know a brown girl founder who should be in this guide, or see your brand without its offer? tally.so/r/LD9R1p

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