



Deepa Gurnani x Pantone

Bringing Exquisite Designs to Life Faster Than Ever.



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Deepa Gurnani's Challenge: A Slow, Difficult, and Complex Color Selection Process

At the start of a new season, it's essential for Deepa Gurnani's Co-Founder and Lead Designer Deepa Lakhani to create accessories that are both trendy and timeless. The creation process can be even more difficult when attempting to get exact color matches from inspiration photos, as Deepa tends to do, because even the most advanced cameras cannot distinguish colors and contrasts as precisely as the human eye can. Even when they come close, it's hard to determine how those photo-based colors will translate to beads, metals, and other non-cloth materials. Not only does this cause problems during her team's creative planning process, it slows down time-to-market for the brand's handcrafted pieces.

Identify On-Trend Colors for Optimized Production Timing

Deepa has been one of the Pantone FHI Paper Traveler's biggest fans since it debuted in January 2022 as it allows her to simply flip through the accordion pages and analyze colors organized by hue family. Browsing through all of the vibrant reds, pinks, and purples in real-time makes it faster to spot colors that are on-trend and align with the Deepa Gurnani brand, optimizing production time overall.

“My favorite aspect of the Traveler is that any color I can think of is in the book. All I have to do is find it.”

- Deepa Lakhani

Pantone's Paper Traveler color chips are the perfect accessory and resource for a designer due to the fact they are on Pantone's unique TPG (Textile Paper Green) paper, which provides an accurate reference of color across multiple surfaces including beads, metals, leather, and more.

The Results

- In addition to getting a more detailed look at each color, Deepa no longer has to rely on photos — meaning she and her team have **clearer color communication**. That improvement gets products into market faster and boosts efficiency for the entire organization.
- **“The Traveler solved the translation of the color issue... Sometimes pictures can't capture the true essence of a color, which the Traveler helped solve for us significantly.”** - Deepa Lakhani
- Because Paper Traveler is designed for **on-the-go use** and weighs less than two pounds, Deepa can easily fit it into her bag as she travels around the world looking for inspiration that can be transformed into exquisite pieces.

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About Deepa Gurnani

In 2005, husband and wife Jay and Deepa Lakhani combined their deep fashion expertise to create a line of unique and distinctive embroidered accessories. Deepa Gurnani's first line launched at Henri Bendel in New York City, and now the company's creations amaze and inspire fans, celebrities, and fashion lovers, season after season, in every corner of the world.



About the Pantone FHI Paper Traveler

The Pantone FHI Paper Traveler is a convenient booklet that offers portable access to all of the 2,625 Fashion, Home + Interiors Colors, which makes it easy and efficient to create color palettes. It's perfect for design inspiration on the go!