

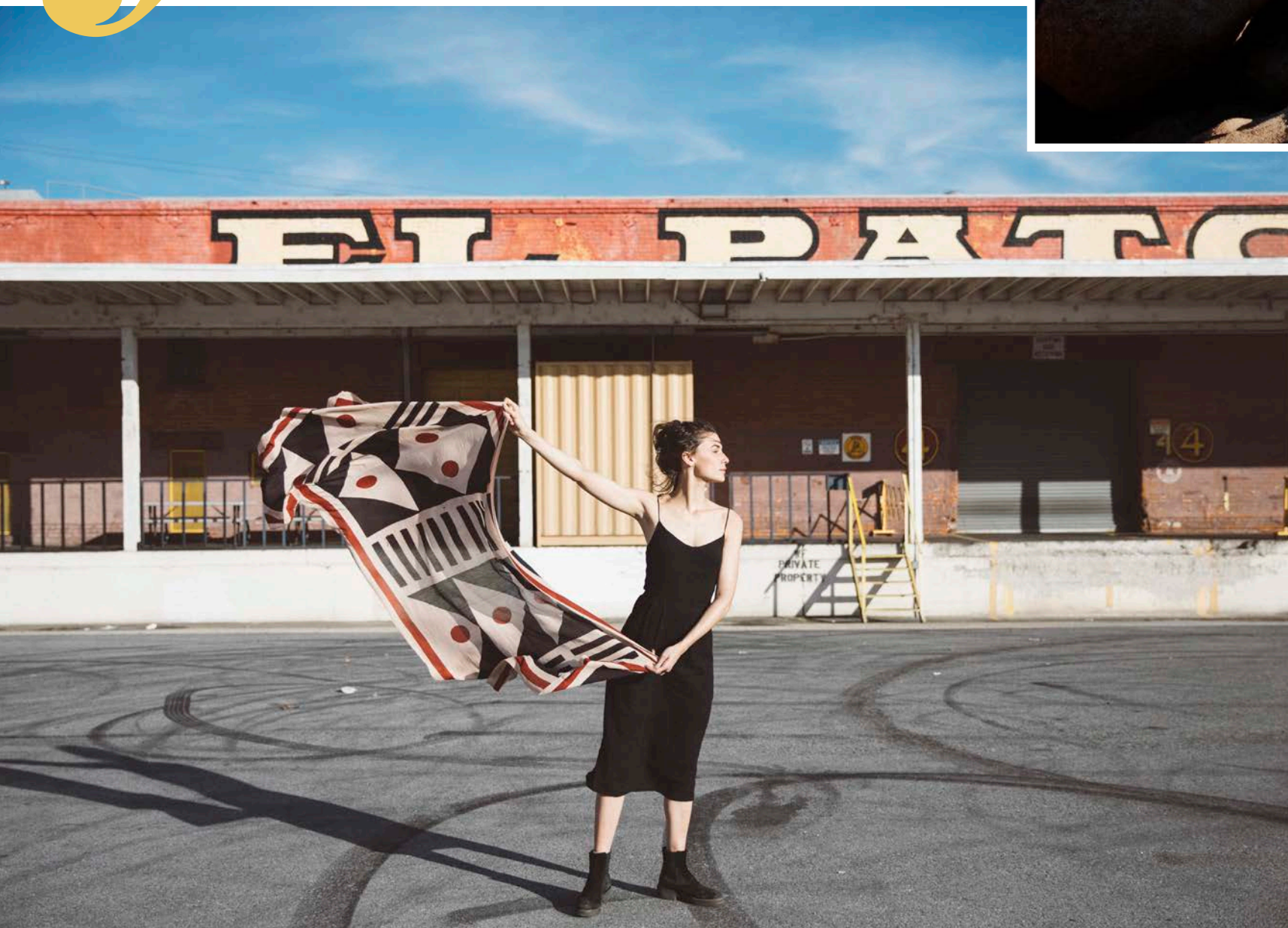
organic
EXPANSION

Based in both Los Angeles and Joshua Tree,
Block Shop Textiles continues to grow
in the home décor space.

WORDS BY KRISTIN SCHARKEY



For Block Shop Textiles, prototyping starts on a print shop floor in Bagru, Rajasthan. It's there that founders (and sisters) Lily and Hopie Stockman lay out their design sketches, painted on water color paper. Then, the printers begin to weigh in. Master printer Mukesh Chhipa offers his opinion, as do the Stockmans. The group sips chai while they argue, before a master block carver adds perspective. "Maybe Mukesh is like, 'Mm, I think you should switch the triangles to be going up and down instead of side to side, and this needs stripes on the top and bottom,'" Hopie explains. "He's a master artist, and so his eye is what makes the design as good as it is. They're simple geometric patterns but there's actually a lot of thinking that goes into them. We're thinking about the scale of something when it's wrapped around your neck versus when it's hanging on the wall; the colors of the dyes that we choose for different skin tones and how flattering or unflattering they might be."



Hopie (left) and Lily Stockman

PHOTOS BY LAURA DART

Once they've decided, the room gets quiet. Sometimes, the sisters will snap photos of different designs and ask their Instagram followers to vote on a favorite. "Part of the beauty of doing things so manually is it invites change and collaboration and iteration as we go," Hopie says.

Block Shop was founded in 2010, when Lily was studying miniature painting in Jaipur and met the Chhipa family and their printing co-op in Bagru. What started as scarves that doubled as wall hangings has grown to a collection of pillows, table linens, quilts, rugs, framed prints and more. The expansion has been organic, born of the Stockmans' passion and intuition for products they'd want for themselves. "We both want upholstery fabric for our own houses, so we started doing samples just to experiment," Hopie explains. "Now, it seems like people are responding to that idea, so we're going to put it into production."

"Everything we do starts with that question of, 'Can it hang on the wall?' " she adds. "... When we make pillows or when we make quilts or when we make rugs, [we ask], 'Is this a complete composition that deserves to take up wall space?'"

This summer, the sister released prints on paper made from textile industry waste in Jaipur, after receiving requests from customers "all the time" about framing their existing scarves and textiles. The Stockmans work with a small paper factory near many of the textile manufacturers, Hopie says, that "take the waste from the stitching process or the printing process, and use those scraps to beat them into a pulp; then, they make this beautiful, really heavyweight paper from it with raw edges." Prints are delivered floating in a shadow box frame, thanks to a partnership with Simply Framed.

Block Shop also recently released a new collection of pillows, and kantha quilts (hand-stitched by women in rural Rajasthan) arrived this fall. You might also be familiar with the Stockmans' aesthetic from the brightly colored mural on the Commune Wall at the Ace Hotel & Swim Club, which they completed this past spring. Around that same time, they collaborated with California company Heath Ceramics to create napkins and table runners – a new collection of table linens (and all new scarves) were released this autumn. In the near future, Hopie says to look out for heavier-duty dhurries in addition to the upholstery fabrics.

"There's been a gradual progression of our products from the original scarves into the home," Hopie says. "That's the direction we plan to keep going in." 🌱



TOP AND BOTTOM LEFT COURTESY OF BLOCK SHOP TEXTILES



MICHAEL NEWSTED

JUST IN

CHECK OUT THE NEWEST HOME GOODS FROM BLOCK SHOP TEXTILES, ALL AVAILABLE AT BLOCKSHOPTEXTILES.COM.



◀ Ochre ink pairs brilliantly with marigold yellow dye in the **MARFA** quilt, made with three panels of organic cotton that are then hand-stitched, starting at \$250.

▼ **SUNWAVE TERRA COTTA** is a new burnt orange scarf from the fall collection that we love, \$120.

▲ **DOLLY** napkins, printed with dabu (mud resist) and dyed in an indigo vat, are a collaboration between Block Shop and Heath ceramics, \$12 each.



► Hopie and Lily Stockman designed the **OTTO** table runner for a dinner party at their cabin in Joshua Tree, \$70.



◀ Block Shop's spring/summer pillow collection includes favorites like **SIGNAL**, **SUNRISE | BLACK** and **FLOCK**, \$105 each.