

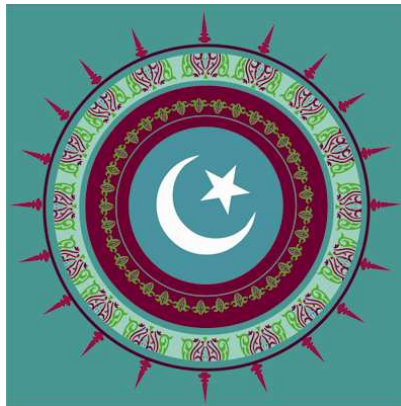
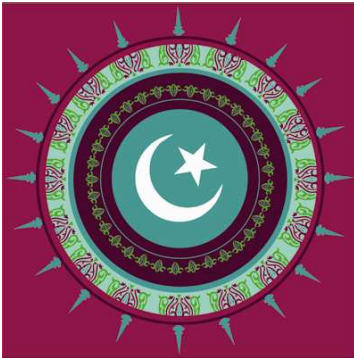
## Wonderful Contemporary Eastern Inspired Cards Available At Harrods



ananya (Sanskrit for 'without equal') is pleased to announce that it has created exclusive Eid, Diwali and greetings card collections for Harrods. From July, the London based design company will have 24 designs stocked exclusively in the Knightsbridge department store.

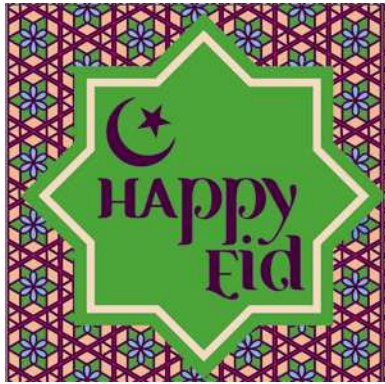
The luxurious, striking cards with their rich colours, chic layout and glittering hand-placed diamantes take their inspiration from the festivals' traditional motifs and from the ananya team's South Asian heritage.

The cards are printed on metallic board and priced from £4.95.



ananya's greeting card collection takes inspiration from the East, using geometric patterns, symbols and dramatic colours.

Eid is the Arabic word for festivity and there is no greater cause for celebration than at Eid. There are two Eid festivals Eid al-Fitr and Eid al-Adha.



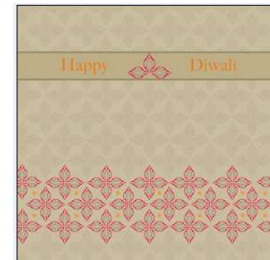
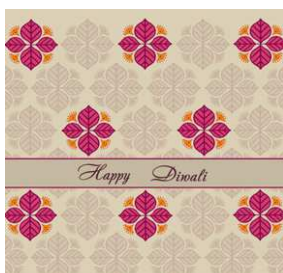
ananya's **Eid Exotica** collection takes inspiration from Eid's traditional colour of green and introduces other vibrant colours, presenting symbolic Islamic motifs including geometric patterns, stars and crescent moons in a contemporary way. In 2009, Eid al-Fitr is expected to be celebrated on 21<sup>st</sup> September and Eid al-Adha on 28<sup>th</sup> November.



Diwali is the 'festival of lights' and it celebrates the triumph of light over darkness, good over evil and knowledge over ignorance. It is the biggest South Asian religious festival, and is celebrated by Hindus, Jains and Sikhs. In 2009, Diwali is on October 17<sup>th</sup>.

To celebrate Diwali in 2009, ananya has created a wonderful collection of Diwali cards: **Delights of Diwali**.

The designs take inspiration from Diwali's traditional colours – gold, orange and red. **Delights of Diwali** presents iconic motifs, including lamps, flames and lotus flowers in a contemporary fashion.



Each religious festival design is named and has a description on the back, explaining the background to the festival. The **ananya** 2009 card collections are available from Harrods, priced from £4.95.

Visit [www.ananyacards.com](http://www.ananyacards.com) or call 020 7242 1877

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**More information on Eid and Diwali:**

**Eid al-Fitr** is the three day festival held at the end of Ramadan, and it is a time for forgiveness and making amends. The festival celebrates the end of fasting and offers thanks to Allah for His help and strength that He gave throughout the previous month. The festival begins when the first sight of the new moon is seen in the sky.

**Eid al-Adha** is the festival of sacrifice and celebrates the prophet Ibrahim's complete obedience to the will of God. Today, Muslims remind themselves of their own submission to God and their own willingness to sacrifice anything to God's wishes. In Islamic countries, Eid al-Adha is a four day public holiday. It occurs the day after the completion of the Hajj, the annual pilgrimage to Mecca.

**Eid al-Fitr** is marked by special religious services, street processions and a celebratory meal eaten during the daytime.

Traditionally it is a time for new clothes and gift giving.

**Eid al-Adha** is marked by prayers and the sacrifice of animals, most commonly goats or sheep (as a symbol of Ibrahim's willingness to sacrifice his son). The meat is distributed among family, friends and the poor

**Diwali** is a time for hope, goodwill and a celebration of life's joys. The celebrations last for five days and during Diwali. The commencement of the festivities is often marked by a fireworks display.

**Diwali** is a New Year festival in the Vikrama calendar and it is considered an auspicious day to start a new accounting year.

**About ananya:**

ananya is a luxury multicultural design service which specialises in elegant, bespoke personal stationery. The company creates beautifully crafted wedding invitations, thank you cards, monograms, correspondence cards and personalised writing paper. ananya prints on cards from sustainably managed forests.