



Darshana Ubl
CO-Founder
Mayfairsilk

An Extraordinary Entrepreneur unfolding a Luxurious Sleeping Experience with Exclusive Silk Bedding Offerings

A woman of steel, stance, and substance, **Darshana Ubl** is the co-founder of **Mayfairsilk**. A self-made serial entrepreneur, who has risen above all odds and turned all her desires into living realities, Darshana's journey is inspirational, insightful, and an example for women entrepreneurs.

The Problem, The Solution, The Foundation

Having an active day makes it even more important to get a good night's sleep. Darshana is an enthusiast of everyday luxuries and fills her home with them- especially things that make bedtime more enjoyable.

Like most people, she thought that Egyptian Cotton was the ultimate luxury for sleeping. She even has her collection of high thread count cotton, but little did she know that all cotton absorbed 27 times its weight in water.

Darshana realized that cotton absorbed her skin and hair's moisture each night as she went to bed on it and stripped it of its natural moisture.

Sleeping on cotton makes the hair matted, and rough and could cause breakage and split ends. For the skin, especially if one is a side sleeper, cotton dehydrates the skin making it easy for sleep creases and wrinkles to form.

Pure unadulterated silk on the other hand is hardly absorbent (only 0.7x its weight) which means that it does not dehydrate the skin or hair when one sleeps on it. Besides its tactile benefits, the fabric when in contact with us daily is beneficial for hair, skin, and sleep.

She uncovered that it was naturally hypoallergenic

and in its pure form thermoregulating with anti-aging benefits. All the key attributes made her begin the research processes with her husband and business partner Marcus.

Four years later, in 2020, they launched Mayfairsilk - a brand that ticked all their boxes for silk bedding with attention to detail on the quality of material, and its sustainability, and is in line with the ethos of the brand.

About Mayfairsilk

Established in London, Mayfairsilk is passionate about silk and sustainable luxury. Bringing forth the highest quality products crafted from this exalted fabric with a modern, European design to the market, the company is known for perfecting the weave with a unique soft-touch matt finish that stands above the rest.

All its products are designed in London and specially commissioned to meet its exact specifications. The company elevates the sleeping experience with its exclusive range of silk bedding options. One can enjoy the comfort and health benefits that come from this exquisite material.

Mayfairsilk has levelled a notch up, the silk it weaves is of the finest grade 6A Mulberry silk, which is hand cut by artisans and is 25 momme (higher quality) than competitors. It translates into more silk per square inch, is luxurious to the touch, and is long-lasting for daily use.

Mission, Vision, and Customer Recognition

Mayfairsilk is on a mission to do good for the community and planet. The material that it uses



is biodegradable and sustainable. It is hand cut by artisans and made with the finest silk Oeko-Tex Standard 100 certified, free from all toxic chemicals and dyes.

It aims to offer its customers simple moments of pleasure and luxury to enjoy every day.

Its vision is to be known as the #1 silk bedding company, regarded for the highest quality, workmanship, and designs.

Additionally, it has found that its clients are the best advocates. It would like to maintain the high repeat matrix of its business through customer-focused solutions. Keeping the customers at the heart and soul of everything it does, Mayfairsilk is the ultimate choice for silk bedding options.

No Resistance, Only Coexistence

When asked if Darshana faces any resistance working with her male counterparts or leading them, she firmly responds by stating,

"I have always worked well with men".

Before she began her journey in business, she worked with male bosses and learned a lot from them. When she began her journey back in business in 2011, she was naive and yet to understand the rules of the game.

She reveals, *"In my early years you could say that I had yet to learn the art of diplomacy and so may have unintentionally ruffled a few feathers. But since I have refined my skills, and learned when to address an issue, I found that my direct approach is often appreciated by the men who I lead in my team."*

Embracing a Holistic Work-Life Balance

Darshana shares a piece of advice from her father, who always used to say- don't live to work but work to live.

When one is passionate about their work and loves what they do, it often means that they are happy to spend that extra time at work. However, this can

have an impact on their family and social life as work will overpower and hamper relationships.

She has made it a point on most days to leave her desk at 6 pm. Indulging in leisure time with family and friends is a wonderful way to create and cherish memories.

She also makes an effort to celebrate the milestones achieved in business.

Winning Hearts and Honors

In Mayfairsilk's journey up until now, it has been distributed across 32 countries from the UK with a physical store presence in four countries outside of the UK (USA, UAE, Qatar, and India).

Its store presence is in Los Angeles (Melrose Avenue), UAE (Dubai Mall, Mall of Emirates, Mirdif City Centre), Qatar (Palace Vendome), etc. With its finest products and growth-driven performance, it has won over five awards for the quality of its silk.

Mayfairsilk has been featured in media across the UK such as Vanity Fair, The World of Interiors, Glamour, Conde Nast Traveller, etc. It has thousands of customer reviews raving about its silk and this excellent feedback encourages them to keep delivering the best.

Let's Rise and Shine

Mayfairsilk aims to carve its niche and be known as the best silk bedding company. It is also looking at expanding its physical presence further in parts of Europe, the USA, and the Middle East with over 22 stores distributing Mayfairsilk in the next two years. It is all set to mark its global presence.

Practicing Gratitude

"I believe that abundance comes with appreciation. Live in gratitude for what you have and more will seek you. And so, no matter how much of the mountain there is to climb, make it a point to stop each day to acknowledge with gratitude how far you've come."

