

SD ACADEMIA MAGAZINE

Hello

creative people

Detailed

10 + Products
20 Chapters

Rugs
Wall Decor
Furniture
Jewellery & accessories
Kitchen Accessories
Entrepreneurship

introducing

**Tufting and Rugs
Business
Course**

5 additional
entrepreneur
Lectures

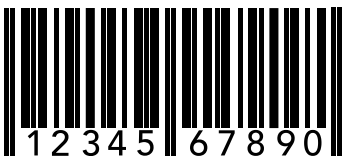
TUFTING & RUGS

BUSINESS

COURSE



SPECIAL
EDITION



1234567890

BUSINESS COURSE

NEW AND TRENDY

SD ACADEMIA

LET US UNDERSTAND

TUFTING & RUGS BUSINESS COURSE

10

PLUS
PRODUCTS

GET TO KNOW

NEW TRENDS

HOW TO BECOME ENTREPRENEUR

New skills are calling
New Beginning



S. NO.	SUB CATEGORY	NO. OF CHAPTERS
1	Rugs	2
2	Wall Decor	1
3	Furniture	1
4	Jewellery and accesories	4
5	Kitchen Accesories	7
6	Entrepreneurship	5

TOTAL CHAPTERS : 20 CHAPTERS



Bringing academy to your home
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SHARK TANK BRAND



SEASON 1

CO-FOUNDER

CELEBRITY : NAMITA THAPAR

SHARAD & RIDHIMA

RUGS

- *Moss Blossom Rug : 5 Sessions*
- *Prism Rainbow Footmat : 3 Sessions*



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PRODUCT

01

MOSS BLOSSOM RUG

The Moss Blossom Rug is a soft, sculptural tufted design inspired by natural moss blooms, featuring layered textures and gentle depth that bring calm, organic elegance to any space.

TECHNIQUES COVERED

- *Sculpted Pile Contouring*
- *CanvasLock Base Anchoring*
- *Precision Needle Embossing*
- *HookLine Precision Locking*
- *SoftLoop Crochet Technique*
- *DeepSculpt Cut-Pile Carving*
- *ArmorSeal Backing Technique*



MOSS

BLOSSOM

RUG

TEXTURED ELEGANCE

Blurring the line between art and décor, the Moss Rug adds organic texture and softness, elevating minimalist spaces while seamlessly fitting modern, bohemian, and nature-inspired interiors.

SCULPTING NATURE THROUGH TUFTING

The Moss Rug captures the beauty of organic landscapes through texture and depth. Inspired by forest floors, this project moves beyond flat tufting into dimensional, sculptural textile art.

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january 2026

SOFT SCULPTURES

RUGS MAGAZINE

MOSS BLOSSOM RUG

05

SESSION
CRAFT
JOURNEY

GET TO
KNOW

SCULPTED PILE CONTOURING
CANVASLOCK BASE ANCHORING
PRECISION NEEDLE EMBOSSING

Nature vibes are calling! Bring home a fresh, earthy touch with this sculptural moss rug that instantly cools and elevates your space.



COZY
COUTURE

Crafted
with
Yarns

WHERE
COMFORT
IS CRAFTED
LIKE ART

MOSS
BLOSSOM
RUG

Design • Texture • Craft

JAN
2026

THE MOSS BLOSSOM RUG IS WHERE TEXTILE ART MEETS INTERIOR FASHION. INSPIRED BY ORGANIC GROWTH AND NATURAL FORMS, THIS RUG TRANSFORMS SPACES WITH ITS LAYERED TEXTURES AND SCULPTED SURFACE—MAKING IT MORE THAN DÉCOR, IT BECOMES A VISUAL EXPERIENCE.

detailings



HookLine Precision Locking

TYPE: Latch Hook

TEXTURE STYLE: Loose Strand

STRUCTURE: Radial & Directional

APPLICATION: Organic Accents & Focal Motifs

Crochet Mushroom & Spiral

TECHNIQUE TYPE: Hand Crochet

TEXTURE STYLE: Knotted & Sculpted Forms

STRUCTURE: Raised & Clustered

APPLICATION: Surface Embellishments & Accent Details



detailings



Pom Poms

TYPE: Dimensional Accent

TEXTURE STYLE: Soft, rounded, 3D clusters

STRUCTURE: Hand-formed yarn pom-poms, anchored and trimmed

APPLICATION: Adds depth, playfulness, and visual interest to rugs

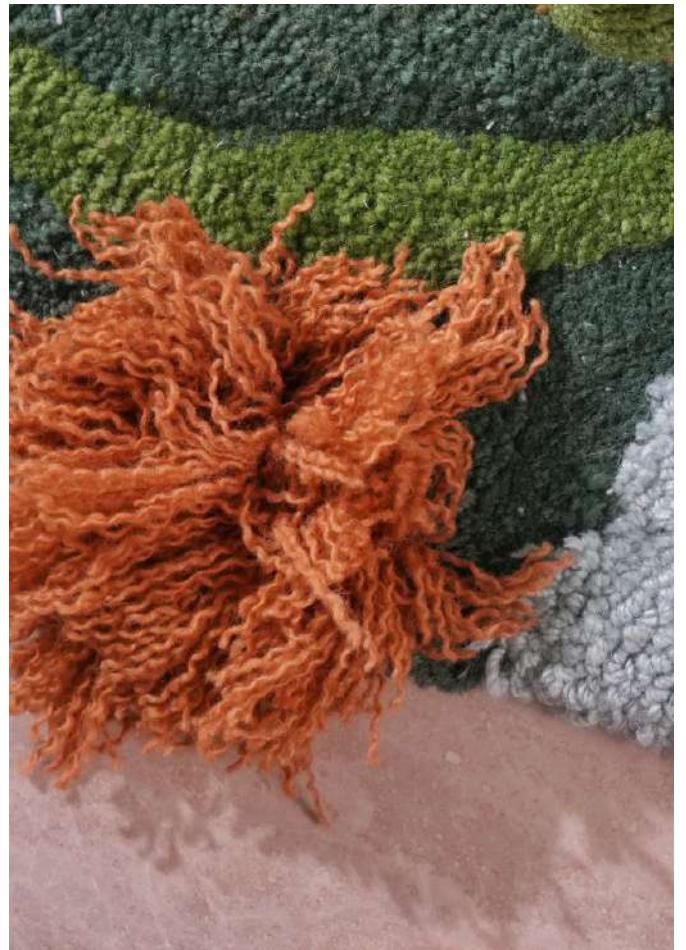
Fringe Nest

TYPE: Yarn Fringe

TEXTURE STYLE: Loose, shaggy, flowing strands

STRUCTURE: Anchored hand-formed loops

APPLICATION: Adds depth, movement, and sculptural interest



PRODUCT

02

PRISM RAINBOW FOOTMAT

The Prism Rainbow Footmat features a vibrant play of colors and clean geometric flow, blending soft tufted texture with a bold, modern rainbow prism effect to instantly brighten and energize any space.

TECHNIQUES COVERED

- *CanvasLock Base Anchoring*
- *SculptPile Carving Technique*
- *FlowForm Creative Mapping*
- *FormRise Dimensional Build*
- *ArmorSeal Backing Technique*





PRISM

RAINBOW

FOOTMAT

03

MODULE
SESSIONS

GET TO
KNOW

SCULPTPILE CARVING TECHNIQUE
FLOWFORM CREATIVE MAPPING
FORMRISE DIMENSIONAL BUILD

2026

A woman with dark hair and a small star-shaped earring is lying on a light-colored carpet. She is wearing a white long-sleeved shirt with small yellow floral patterns. Next to her is a large, semi-circular, plush rainbow foot mat with vibrant colors: red, orange, yellow, green, blue, and purple. The mat is made of a soft, fuzzy material.

STEP INTO
COLOR

A little rainbow
that adds joy to
any room
instantly.

RAINBOW

Bring color and happiness to your home! This Prism Rainbow foot mat adds a cheerful pop wherever it sits, making every step feel magical.

COLORFUL STEPS,
HAPPY FEET

Brighten up your space with our
Prism Rainbow Foot Mat!



SURFACE COUTURE **EDITION**

**COLOR.
CURVE.
CRAFT.**

A bold expression of color and texture, the Prism Rainbow Doormat turns everyday entrances into joyful design statements. Crafted through layered tufting techniques, this piece celebrates movement, softness, and handcrafted charm. Designed to welcome with warmth and personality, this rainbow-inspired doormat blends sculpted textures with vibrant hues—bringing happiness right to your doorstep.

WALL DECOR & FURNITURE

- *Aqua Mirror Rug : 3 Sessions*
- *Petal Muse Table : 3 Sessions*



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PRODUCT

03

AQUA MIRROR RUG

The Aqua Mirror Rug blends fluid aqua tones with reflective mirror accents, creating a sculptural tufted surface that captures light, depth, and movement for a calm yet striking statement piece.

TECHNIQUES COVERED

- *CanvasLock Base Anchoring*
- *SculptPile Carving Technique*
- *FlowForm Creative Mapping*
- *FormRise Dimensional Build*
- *ArmorSeal Backing Technique*
- *FinalForm Pro Assembly*
- *LoopScape Trimming*





Aqua Mirror

Hand-tufted contours flow organically around the mirror, creating depth, movement, and a sculptural wall statement inspired by water.

3 SESSIONS

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AQUA

MIRROR THE WAVES

MIRROR RUG

Inspired by the ocean, rivers, and serene pools, this rug evokes a sense of peace and fluidity in your décor.

The mirror reflects light and your surroundings, making your space feel larger, brighter, and full of tranquility.

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MIRRORED AQUA WAVES

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PRODUCT

04

PETAL MUSE TABLE

The Petal Muse Table is a floral-inspired statement piece that blends soft petal forms with artistic craftsmanship, creating a sculptural surface that adds elegance, warmth, and creative charm to any space.

TECHNIQUES COVERED

- *Sculpted Pile Contouring*
- *CanvasLock Base Anchoring*
- *DeepSculpt Cut-Pile Carving*
- *ArmorSeal Backing Technique*
- *SurfaceSync Table Integration*
- *FinalForm Pro Assembly*
- *SculptPile Carving Technique*



PETAL MUSE TABLE

Floral Corner Delight

Soft petals meet sturdy wood,
creating a playful, functional accent
for any room.

CRAFT MEETS FUNCTION

A cozy rug turned into a charming
table-stool, blending artistry with
practical everyday use.

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PETAL MUSE

TABLE

CRAFTED
FOR
MODERN LIVING

Floral-inspired

detailing adds character, while the handcrafted surface invites touch, use, and presence.

TACTILE TEXTURES

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PETAL MUSE TABLE

GET TO
KNOW

Textured Carving
Fluid Layout
Contour & Surface Polishing
Structural Securing

QUIET CORNER CHARM

A unique fusion of soft
rug artistry and practical
functionality

Add a touch of handcrafted floral magic to your living space
with this versatile piece.

JAN
2026

PETAL MUSE

SPOTLIGHT

HANDCRAFTED SURFACES &
TEXTILE DESIGN

Crafted by
SD Academia

TEXTURE TALES

Soft Forms,
Playful Texture,
Handcrafted
Charm

Design Details

Inspired by blooming forms,
this stool rug blends playful
detailing with functional
comfort.

TEXTURED LIVING

JEWELLERY & ACCESORIES

- *Bunny Bear Band & Bow Set : 2 Session*
- *Cushioned KeyChains : 2 Sessions*
- *Pawsh Rug Phone Case : 2 Sessions*
- *Flora Duo Earrings : 2 Session*



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PRODUCT

05

BUNNY BEAR BAND & BOW SET

Add a splash of joy to your hairstyle with the Bunny Bear Band & Bow Set! This delightful set includes two soft hairbands with playful bunny ears and a charming bow clip, perfect for creating cute, colorful, and cheerful looks.

TECHNIQUES COVERED

- *FlexFit Wearable Mount*
- *SoftLoop Crochet Technique*
- *GripLock Clip Mechanism*
- *FormRise Dimensional Build*
- *Precision Needle Embossing*
- *PlaneCut Surface Trimming*



SD Academia

Playful Accessory

TIMELESS PLAYFULNESS

Soft textures, subtle design, and a touch of playful charm—perfect for adding joy to any hairstyle.

SUBTLE CHARM

Bear ear hairbands that are soft, stylish, and perfect for adding subtle fun to any look.

BUNNY BEAR BAND & BOW SET

WWW.SDACADEMIA.COM



Fluffy
Hairbands

TUFTED

H A I R B A N D S



ELEGANT
WHIMSY
CHIC MEETS
PLAYFUL



3 5 4 6 8 9 5 0 1 8 7 8 4

THE SWEET KNOT

SUBTLE YET SPECIAL

SIMPLE, GRACEFUL, AND ENDLESSLY
WEARABLE—PERFECT FOR EVERYDAY
STYLING OR SPECIAL MOMENTS.

BOW & BLOOM

PERFECT ON ITS OWN OR PAIRED WITH
PLAYFUL ACCESSORIES, THIS BOW COMPLETES
YOUR LOOK WITH EASE.

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PRODUCT

06

CUSHIONED KEYCHAINS

Add a pop of color and comfort to your everyday essentials with these Cushioned Keychains! Soft, plush, and playful, they're designed to brighten up your keys, bags, or pouches while bringing a cheerful touch wherever you go.

TECHNIQUES COVERED

- *Precision Needle Embossing*
- *Chromablend Color Logic*
- *MiniMount Utility Finish*
- *Stencil Creation*



KEY CHAINS

SERENE CREATIONS

02

SESSIONS
OF CREATIVE
JOY

Each letter pops with vibrant
hues, making your keys easy
to find and hard to miss.

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CUSHIONED KEYCHAINS

**CRAFTED
THOUGHTFUL**

Little Letters,
Big Joy

**EVERYDAY
ACCENT**

Perfect for keys, bags,
or pouches—
lightweight, fun, and full
of character.

JANUARY 2026

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PERSONALISED
ART

TINY INITIALS

CARRY YOUR LETTER, CARRY
A LITTLE JOY—BRIGHT,
PERSONAL, AND CHARMING.



MADE TO
CARRY
JOYSESSIONS



Lifestyle
Edit.



LEARN

FORM MAPPING
TEXTURED THREADWORK
CHROMATIC BLENDING
ACCESSORY INTEGRATION



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PRODUCT

07

PAWSH RUG CASE

Wrap your phone in comfort with the Pawsh Rug Case! Soft, cushioned, and rug-inspired, this cover protects your device while giving it a cozy, tactile charm. Plush, stylish, and irresistibly touchable, it's a perfect blend of everyday protection and playful elegance.

TECHNIQUES COVERED

- *FinalForm Pro Assembly*
- *Precision Needle Embossing*
- *DeepSculpt Cut-Pile Carving*
- *FlowForm Creative Mapping Technique*
- *SurfaceCraft Refinement*



PAWSH

RUG CASE

SOFT
TOUCH
LUXURY

TEXTURED
& TIMELESS

Thoughtfully crafted
to absorb daily bumps
without adding bulk,
keeping your phone
safe and snug.

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JANUARY EDITION

THE TEXTURE

Pawsh

Magazine

Style You Can Feel

A soft, cushioned phone cover with a cozy, rug-like texture that protects your phone while feeling gentle and comforting in your hands.

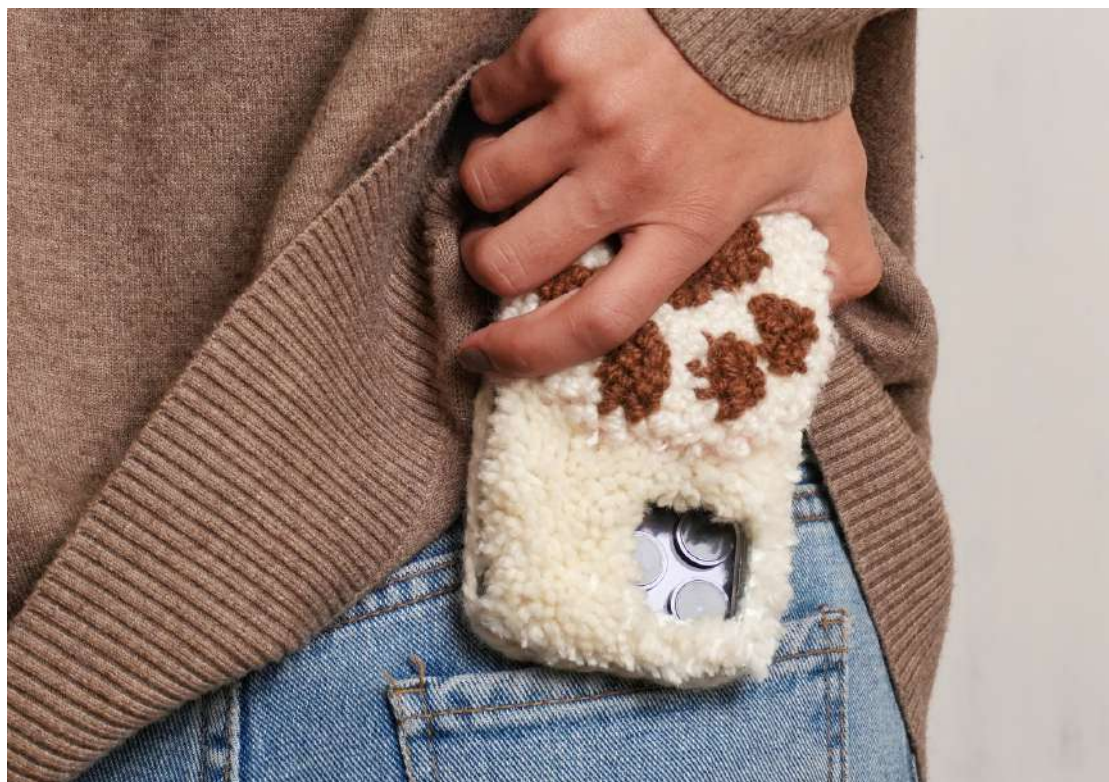
Comfort Meets Care

Not just a cover, but a tactile experience – exclusive design details that make every hold feel special.

Carry
comfort

Gentle Grip

Volume: Daily Joys



CUSHIONY CARE



PRODUCT

08

FLORA DUO EARRINGS

Add a touch of natural elegance to your look with the Flora Duo Earrings! Inspired by delicate blooms, these earrings pair timeless design with playful sophistication, making them perfect for everyday wear or special occasions.

TECHNIQUES COVERED

- *SoftLoop Crochet Technique*
- *JewelSet Precision Mount*
- *BloomKnot Floral Weaving*
- *SpiraWeave Coil Craft*



flora

DUO EARRINGS

Handcrafted Jewelry

ART YOU
CAN WEAR

Lightweight and expressive, the floral duo earrings bring together organic shapes and vibrant texture, making them a perfect accent for both casual and elevated looks.

SCULPTED
CROCHET
EARRINGS

Inspired by floral forms and handcrafted textures, these duo earrings blend sculpted crochet details with playful movement—designed to add character and charm to everyday styling.

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3 5 4 6 8 9 5 0 1 8 7 8 4

Jewelry

Art You Can Wear

RED BLOOM

E A R R I N G S

**Handcrafted
Elegance**

Handcrafted floral earrings designed to
stand out

**Textured
crochet**

florals paired with statement hardware for a
bold yet graceful look.

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RED FLORA JEWELRY

Bold, expressive, and full of character, red floral jewelry celebrates the power of handcrafted design. Inspired by blooming petals and rich textures, each piece brings together sculpted crochet work and warm metallic accents to create a statement that feels both artistic and wearable. The vibrant red tone adds depth and confidence, making these earrings a natural focal point for any look.

Designed these earrings to stand out without overwhelming, red floral jewelry balances softness with structure. The layered detailing highlights the beauty of handcrafted techniques, while the floral form adds a timeless charm. Whether styled with minimal outfits or bold ensembles, these pieces bring warmth, individuality, and a touch of handcrafted elegance to everyday styling.



GREEN FLORA JEWELRY

Fresh, organic, and deeply inspired by nature, green floral jewelry reflects a softer, earthy expression of handcrafted artistry. Drawing from natural tones and botanical forms, each piece blends textured crochet details with subtle accents to create jewelry that feels light, calming, and effortlessly elegant. The green palette evokes growth and balance, making it ideal for those who appreciate understated statement pieces.

Crafted with attention to detail, green floral jewelry highlights the beauty of texture and form rather than excess. The floral silhouettes add dimension, while the handcrafted finish gives each piece a unique presence. Perfect for both casual and elevated looks, these designs bring a sense of nature-inspired harmony and refined craftsmanship to modern jewelry collections.

KITCHEN ACCESSORIES

- *Forest Puff Dispenser: 3 Sessions*
- *The Fruity Six Coasters Set : 3 Sessions*



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PRODUCT

09

FOREST PUFF DISPENSER

Add cozy charm to your space with the Forest Puff Dispenser! Crafted with soft wool using tufting techniques, this tissue dispenser is both functional and playful, bringing texture, warmth, and forest-inspired artistry to your everyday essentials.

TECHNIQUES COVERED

- *CanvasLock Base Anchoring*
- *FlowForm Creative Mapping*
- *SoftLoop Crochet Technique*
- *DeepSculpt Cut-Pile Carving*
- *ArmorSeal Backing Technique*
- *FormRise Dimensional Build*
- *FinalForm Pro Assembly*



FOREST PUFF dispenser

INSPIRED BY NATURE

Design Highlight

A handcrafted tissue dispenser designed to bring warmth and texture into everyday spaces. Inspired by forest tones and soft organic forms, it blends function with handcrafted charm.

Soft • Textured • Functional

A functional accent piece that adds character while keeping everyday essentials within reach.

Layered tufting techniques and earthy textures come together to create a dispenser that feels playful yet practical. Designed to sit effortlessly in living spaces, bedrooms, or work corners.

TISSUE DISPENSER

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FOREST

INSPIRED

EDIT

DESIGN STORY

Inspired by forest tones and organic textures, the dispenser brings softness and warmth to everyday spaces.

CRAFT PROCESS

Layered tufting and sculpted detailing create a balance between function and visual texture.

EVERYDAY FUNCTION

Designed to hold tissues neatly while adding character to living spaces, desks, or bedside tables.

HANDCRAFTED
ESSENTIAL



PRODUCT

10

THE FRUITY SIX COASTERS SET

Add a pop of color and playful charm to your table with the Fruity Six Coasters Set! Each coaster is inspired by vibrant fruits, handcrafted to bring a cheerful, lively touch to your everyday coffee or tea moments. Perfectly practical and irresistibly cute!

TECHNIQUES COVERED

- *CanvasLock Base Anchoring*
- *Chromablend Color Logic*
- *FlowForm Creative Mapping*
- *FormRise Dimensional Build*
- *ArmorSeal Backing Technique*
- *EdgeSculpt Finish Control*



THE FRUITY 6 COASTERS SET

FRUITY TEXTURES

COASTER STORIES

SIX UNIQUE
COASTERS

Fresh, playful
coasters designed to
add color and charm
to everyday spaces



0 24563 84926 54 2

THE COASTERS

COLLECTIVE

DESIGNED FOR EVERYDAY TABLES

COASTER PLAY

Handcrafted coasters designed to bring color, texture, and charm to everyday tables.

06 FRUITY COASTER

From playful fruit forms to floral accents, each piece adds personality while protecting surfaces with handcrafted care.

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3 5 4 6 8 9 5 0 1 8 7 8 4



Lemon

Avacado

Watermelon

SIX UNIQUE COASTERS

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Strawberry

Kiwi

Cherries

ENTREPRENEURSHIP SESSIONS

- *Forest Puff Dispenser: 3 Sessions*
- *The Fruity Six Coasters Set : 3 Sessions*



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Who are we ?

SD Academia was founded with the intention of imparting skill based knowledge to creative people around the world.

We are here to create and deliver value and make each individual self sufficient

We are an Ed-Tech Art & Design platform imparting artistic skill development at the comfort of one's home through a hybrid learn and earn model to nurture upcoming art enthusiasts and art entrepreneurs



as seen on sony tv

JOIN THE BIGGEST ART COMMUNITY WHICH
WE CALL AS : SD TRIBE



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