

'My Indian heart is crying': US luxury brand sells classic Indian 'jhola' for Rs 4,100, stuns the Internet

Still, for many Indians, it's simply the everyday grocery bag they've used for years.

From grocery runs to desi moms packing essentials for their kids moving to big cities for jobs or studies, the jhola is a constant companion in every Indian household. Sturdy, practical, and endlessly reusable, this simple bag, often made of cotton or khadi, carries memories and a deep sense of familiarity, holding a special place in the hearts of Indians everywhere.

The humble jhola is being sold for \$48 (■4,100) on the American luxury retailer Nordstrom. Branded as the "Indian Souvenir Bag" by Japanese company Puebco, it's marketed as a quirky, upcycled accessory.

Nordstrom describes it as a "stylish bag, adorned with unique designs, perfect for carrying your essentials while showing off your love for a beautiful country," and it is "a must-have for any traveller or lover of Indian culture." The bag features bold Hindi text with names like "Ramesh Special Namkeen" and "Chetak Sweets", which are familiar sights in India, now transformed into an aesthetic selling point.

Still, for many Indians, it's simply the everyday grocery bag they've used for years. Typically handed out free with purchases in local Indian markets, this bag is now positioned as a fashion statement overseas.

Sharing the video, an Instagram handle @nishapash wrote, "Next it's gonna be some "spiced and crisped snacks". But we know that it's just Haldirams. (don't confuse this with inclusivity)."

Watch the viral video here:

A post shared by Nisha Pash (@nishapash)

The video quickly gained traction, racking up an array of reactions from social media users from India. "48 dollars for this. my indian heart is about to cry," a user wrote. "Wasn't only Vimal tobacco Jhola was popular, what's this cheap looking namkeen thaila doing," another user commented.

"How can I sell? I have like 10 of these at home," a third user reacted. "They will literally start selling lungi and mention as a scottish drape," a fourth user chimed in.