



## JENNI LI

Raised in the Atlanta suburbs by her American mother, Jenni Li, 44, didn't feel much of a personal connection with Peru, her father's homeland and country of residence. But when he died in 2007 and she returned to help settle his affairs, "it became a journey for me, a way to understand where I came from," says Li, who was born in Lima. While working as a stylist in Miami and then in Brooklyn, she revisited Peru frequently, inspired by artisans whose textiles were steeped in history and incorporated the country's indigenous resources. The weavers and other craftspeople she met still sheared their wool from flocks of sheep, made natural dyes from plants and insects and used age-old tools like backstrap looms. "There's a mystery about Peru," says Li, whose four-year-old company, Intiearth, grew out of parties she threw at her home where friends could purchase one-of-a-kind Peruvian textiles that she sourced. "It has a lot of magical qualities for people," she notes. All of Intiearth's wares are handmade in Peru, including vintage *frazadas* from the Andes Mountains, indigo ikat throws and wool ponchos. "Textiles are imperfect," says Li. "They touch an emotional core in people." [intiearth.com](http://intiearth.com).

