

The man

The Inside story

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THEME

The Inside Story

From specially-ordered fabrics to sliver trimmed finishes, interiors are well thought out and havens of luxury. The mantra is bespoke. More than brands, it is the composite look and the sensibility of the buyer that is supreme

WITH THE PROPERTY IN PLACE, THE REST HAS TO follow. Luxury is that beautiful word that comes with different definitions. A home is after all a personal space. The more you personalise it to your taste and requirement, the more exclusive it becomes.

Luxury is difficult to define but Massimo Girolodi, director of Newform India probably has it right when he says, "Luxury is the full and undiluted expression of quality. Luxury makes those who encounter it feel they are interacting with something harmonious and

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Trend Setter

Baccarat, the French brand that took birth by a decree from King Louis XV, in a village of the same name, specialises in crystal and is available at International Furniture Brands. The two trends that Baccarat has tucked over the years are intimate and extravagance. Markus Lampe, CEO, Baccarat, says, "The extravagance comes from exceptional pieces which are art pieces and limited series. From the new technology to the unexpected combinations, each creation is synonymous of liberty for the designers. The intimate reveals the lightings that can be a part of a personal sphere. Baccarat has identified its customers as follows: they are well travelled and appreciate pieces with refinement, craftsmanship, representing true heritage luxury properties. They expect the original, the ultimate quality. Made in France is an asset to them. Baccarat is a reference for this clientele."

SILVER CURTAINS BY ALCHEMY

eternal. When we interact with luxury, it is visceral and difficult to define, but leaves us feeling complete. 'Luxury' is that whisper which reminds us of the beauty in the world around us, and for however brief a moment, aligns us with everything which is greater than ourselves."

It is usually the materials that change and with it the craftsmanship. Technology, too, brings with it newness and innovation. Umesh Rao, Founder & CEO Vector Projects says, "People today are opting for a very con-

temporary minimalist look for their homes. It's all about bespoke elegance. Clean straight lines and colours that are easy on the eye are preferred." It is true, proud home owners today don't mind spending on quality materials and expensive fittings that make a statement.

Casa Paradox, the home-grown interiors brand catering to the top end of the market, helmed by Raseel Gujral, is more opulent in look and feel. This is the chosen brand for anyone who wants a different look from the mass

market. So while other brands might cater to an understated look and are perhaps a more reachable option for many, Casa Paradox, customises the signature look to individual tastes and requirements. As colour is an integral part of its design aesthetic, there is an automatic uniqueness to each home designed by the brand.

A Delhi-based interior solutions brand Alchemy offers a customised look in silver. The silver curtains with 92.5 per cent purity of metal are exclusive to home owners and can't

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PERLAGE COLLECTION BY CASA SHAMUZZI



ARTEFACT BY THE GOLD LEAFING STUDIO

really be duplicated anywhere. Prices often start at approx 1 lakh a sq ft. Table tops, chair backs and bed head-rests are just some of the things they offer to do. Tableware in silver is as old as time but Poonam Gupta, owner and designer of the brand, says, "We work with our clients and give them exactly what they have in their mind."

The Delhi-based Casa Shamuzzi, eco luxury furnishing brand from Dubai strives to recreate luxury living with comfort and style. Payal Jain, director of Casa Shamuzzi, India says, "When the finer things in life are important, when refinement is the key to good living, when a home becomes a complete indulgence of luxury, then there is no room for compromise." The Perlage collection represents sheer indulgence in a range of beautifully crafted furniture pieces. The collection

layers white and silver to create an evolved look, in a mix of glamour and elegance.

In keeping with exclusive designing for interiors, Windows Passion customises bedspreads, cushions and curtains as well as window dressing. Director Amita Kanwar says, "We customise the linen and curtains according to the design of the house. If the owners are going with a contemporary look we focus more on the fabric, while if a more palatial ambience is what they want, we go with heavy embroideries and other embellishments.

If an even more exclusive look is what a customer wants, it is possible to go with gold leafing. This is a process where 24-carat gold is used on furniture and objects in the house. If the design element does not require the gilded look, or if your taste does not allow it, the Gold Leafing Studio, Mumbai offers leafing with copper and silver as well. Traditionally, religious statues and mandirs were made or plated with the precious metal, now design elements in gold are used on ceilings, furniture, paintings and artefacts. In fact, Shehzad Khan of the Gold Leafing Studio says he has a skilled team in place who can pretty much do what the clients have in mind.

Interior decoration is not only about

trends and colours according to Sussane Roshan, interior decorator and wife of actor Hrithik Roshan. "It's largely about what a client wants. It's about how the whole look comes together in terms of lines, textures, fabrics. It's about understanding the customer and his lifestyle and then putting together a look for the home."

Visionnaire, from the house of Ipe Cavalli based in Delhi, on the other hand provides end-to-end furniture and furnishings solutions for luxurious homes. "The collection at the Salone del Mobile 2013," says Leopold Cavalli, CEO, Ipe Cavalli, Italy, "is the result of artistic collaboration and inspiration, whether sculptural, pictorial, literary or cinematographic. The style is eccentric and explosive."



WINDOW DRESSING BY LEBRITZ

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Trend Setter

For that look of spaciousness, interiors in glass look both elegant and chic besides giving the home an 'open' feel. For a contemporary and fashionable style statement **Asahi Decor** has furniture, small mirrors on walls or lacquered glass on kitchen walls and even entire staircases.

DRESDEN CEILING LIGHTS

Marina Home's mantra is quality, comfort and design; these elements are sacrosanct no matter which part of the world the firm retails in. Indian sensibility is more or less in keeping with international trends – globalisation has done that. A higher disposable income, travel, TV, the internet have all resulted in a pollination of ideas allowing for a global aesthetic. Marina Home keeps itself looking fresh by making sure that every six weeks the entire collection is new.

For a more eclectic look there's Address Home. Rajat Singhi, MD and Creative Director of Address Home, says, "It's all about mixing and matching things. Combining luxurious décor objects, accented by beautiful linens in naturals, with a hint of colour – its all in the mix! Indigo paired with white, metallic accents and digital prints in vivid colours."

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