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From specially-ordered fabrics to silver 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 Giorgetti, director of Newform India probably has it right when he says, “Luxury is the full and undiluted expression of desire. Luxury makes those who encounter it feel they are interacting with something harmonious and
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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 in newness and innovation. Umesh Rao, Founder & CEO Vector Projects, says, “People today are opting for a very contemporary 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 Paradiso, the home-grown interiors brand catering to the top end of the market, helmed by Raoul Guzral, 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 Paradiso, continues 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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In keeping with exclusive designing for interiors, Windows Passion customises bedspreads, cushions and curtains as well as window dressing. Director Amita Kesarwani says, “We customise the linens 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 a more palatial ambiance 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 not 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 mandals were made or plated with the precious metal, now design elements in gold are used on ceilings, furniture, paintings and artifacts. In fact, Shehraz 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 Susanne Rohan, interior decorator and wife of actor Hritik 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 house.”

Visanaire, 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.”
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Marina Home's motto 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. Rajiv Singh, MD and Creative Director of Address Home, says, "It's all about mixing and matching things. Combining luxurious decor objects, accented by beautiful linens in naturals, with a hint of colour - it's all in the mix! Indigo paired with white, metallic accents and digital prints in vivid colours."