

TOP TEXTILE DESIGNERS AND DESIGNING SPACES FOR CHILDREN

INDIA  
TODAY

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# HOME

FURNITURE &  
FURNISHING SPECIAL

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## STRIKE GOLD

The best pieces from Milan's international design fair



## ◀ Designer Wares

Nolte Home Studio, in partnership with EtreLuxe, toasted to its new showroom in the capital. The trendiest kitchens and bedrooms with new innovations, over 100 colour choices and a vast range of fittings, finishes and accessories form a part of their latest offerings. Aesthetically functional furniture such as kitchens, wardrobes, beds, chest of drawers and consoles are also showcased in Nolte's furniture repertoire.

Price ₹ 8,00,000 onward

At EtreLuxe, 99 Empire Plaza, Sultanpur, Opposite Metro Pillar PP14, MG Road, New Delhi

## Prints & Patterns ▶

Inspired by today's fast paced lifestyles, SPACES - Home & Beyond's Spring-Summer 2015 range stresses on technological breakthroughs and high performance features. The art-inspired mélange of stripes, checks, dobby and jacquard patterns with lived-in denim textures, trendy 3D engraved looks and digital prints are on display. Apart from the portfolio of bed and bath linen, there's a rugs and carpet range, crafted for the modern home.

Price ₹ 3,000 to ₹ 15,000

At [www.spaces-home.com](http://www.spaces-home.com)



## ◀ 50 Shades of Grey

La Sorogeeeka has unveiled its new collection, Charcoal Mystery, which comprises of design ideas in soft monochromatic tones. In this formal lounge, the semi-circular sofas are in charcoal velvet with welt detail in black leather, the sides of the hand rests are in metal mosaic with Swarovski accents. The centre table is basically three pieces in two different levels created using an embossed metal top, fluted metal and cerulean glass.

Price on request

At B - 210A, Phase 2, Noida

## ETRELUXE OPENS NEW 7500SQ FT SHOWROOM IN THE HEART OF THE DELHI DESIGN DISTRICT AT SULTANPUR

....a unique design experience



**E**TRELUXE, a well-established, first generation, luxury lifestyle products brand started by brothers Dilip Rathi and Kamal Rathi, recently launched a new showroom in Delhi in brand Nolte (Germany). Located in the heart of Delhi's key commercial centre of the proposed 'Dwini Design District' at Sultanpur, MG Road, the new ETRELUXE - Nolte Home Studio features the latest Kitchens, Wardrobes and Bedrooms from Germany, with industry-leading innovations, a choice of over 100 colours, and a wide range of finishes, fittings and accessories. The Showroom also displays the most

displays 8 kitchens, 3 bedrooms and beautiful selection of wardrobes – all from Brand Nolte, Germany and appliances from brands Miele and Siemens. The look of the entire showroom is in dark shades of black and grey with groove lighting all across that enhances the overall appeal of the showroom. As one enters the showroom, one can see a huge space with kitchens in small areas, separated from each other that doesn't disturb the beauty of the whole expanse, while at the same time allows people to individually look and compare the various kitchens.

For more information visit: [info@etreluxeindia.com](mailto:info@etreluxeindia.com), [www.etreluxeindia.com](http://www.etreluxeindia.com)

## HPL WIRES: AN ALL ROUND SAFE DECISION

**S**ix months ago, the quiet electrical equipment-manufacturing giant HPL, launched its brand campaign 'Ab Roshan Ho Khushiyaan', making LED lighting, the centerpiece of its communication. But this company is more than just about LEDs. It's about switchgears, lighting products, electronic energy meters and wires and cables. Most importantly, Wires, a category that has been its staple for a long time, and that is what the new campaign talks about. HPL has recently inaugurated a new wire factory with state of the art machinery with an investment of Rs. 35 crores.

Gautam Seth, Director, HPL, with years of experience in this rather tricky category says: 'We thought about this long and hard. How do we inject immediacy and enthusiasm for a category that is not so very consumer-facing and is in fact not even in the end buyer's list of priorities just when he is preparing to move into a home. Mostly, people leave that decision to the 'experts'; in this case, the contractors or the electricians, even the builders. This lighthearted campaign which

actively makes the consumer a stakeholder in the decision making process, is a focused attempt to tell them why this all-important decision should never be allowed to slip from their grasp'. Vikram says: While the safety of a home is no laughing matter we deliberately opted for a light-hearted treatment in this series so as to make the ultimate message memorable. The metaphors work because they are borrowed from the everyday and make it all so much more relatable.

For the end consumer, Wires is a category that's almost out of sight and hence out of mind. The challenge therefore was to get them to engage with it in a manner that was direct without being stodgy or preachy. The truisms about 'safety' had to be delivered using insights from real life.

