

RNI No. DELENG / 2006 / 20557. Not for sale. To be circulated free with India Today in Mumbai, Delhi & NCR, Chennai, Bangalore and Kolkata. "Supplement to India Today issue dated February 1, 2021"

INDIA
TODAY

HOME

JANUARY 2021

Comfortable,
striking
designs from
Ottimo are
trending

IN CONVERSATION
WITH DESIGNER
IRAM SULTAN

FANCY THIS
DECODING
FANTASY
BOTANICALS

TREND REPORT 2021

Ten influencers forecast what's in and what's out this year



Superior quality MDF • Easy workability • Quick availability



Uniform & Higher Density



High Moisture Resistance



Borer, Termite & Fungus Resistant



5 YEAR WARRANTY

40% LESS price than Branded Plywood



MADE IN INDIA

Specialty Developed for Indian Conditions

CENTURYPROWUD
MDF-The wood of the future

Century Plyboards (India) Limited | Engineered Panel Products Division

Sales & Marketing Office: 217, DLF Prime Towers, Plot No. 79 & 80, Pocket-F, Okhla Phase-1, New Delhi-110020 | Ph.: 7042399909
Email: prowud@centuryply.com | centuryprowood.com

Virokill feature is available only on Prelam MDF and Prelam Particle Board.

INDIA TODAY HOME

EDITOR-IN-CHIEF: Aroon Purie
GROUP EDITORIAL DIRECTOR: Raj Chengappa
GROUP CREATIVE EDITOR: Nilanjan Das
GROUP PHOTO EDITOR: Bandeeep Singh
ASSOCIATE EDITOR: Ridhi Kale
PHOTO RESEARCHERS: Prabhakar Tiwari and Saloni Vaid
ART DIRECTOR: Angshuman De
PRODUCTION: Harish Aggarwal (Chief of Production), Naveen Gupta
CHIEF OPERATING OFFICER: Manoj Sharma
ASSOCIATE PUBLISHER (IMPACT): Anil Fernandes
SENIOR GENERAL MANAGER (IMPACT): Jitendra Lad (West)
GENERAL MANAGER: Upendra Singh (Bangalore)
DEPUTY GENERAL MANAGER: Indranil Chatterjee (East)
GROUP CHIEF MARKETING OFFICER: Vivek Malhotra



VOL. 16 NUMBER 1: JANUARY 2021

Copyright Living Media India Ltd. All rights reserved throughout the world. Reproduction in any manner is prohibited.
Printed and published by Manoj Sharma on behalf of Living Media India Limited. Printed at Thomson Press India Limited, 18-35 Milestone, Delhi Mathura Road, Faridabad - 121007, (Haryana).
Published at F-26, First Floor, Connaught Place, New Delhi-110001.
Editorial/Corporate Office: Living Media India Ltd., India Today Group Mediaplex, FC-8, Sector-16A, Film City, Noida - 201301.
Editor: Raj Chengappa.
India Today does not take responsibility for returning unsolicited publication material.



Follow us on Instagram @indiatoday_home to stay up to date on design, interiors, products, deals and a lot more.

contents



PHOTOGRAPH COURTESY: UDC HOMES

8

TRENDS SPECIAL

From colours to textures, from styles to materials, 10 design influencers share the latest trends for the year

32
profile

ACE OF SPACE
Celebrated interior designer Iram Sultan shares her design journey

36
interiors

CONTEMPORARY CHIC
Interior designer Vinithra Amarnathan takes us on a tour of a stylish, refurbished home in Bangalore

4
LAUNCHES

40
LAST LOOK

COVER COURTESY OTTIMO



ELEMENT FAUCET

CAN A STUNNING BATHROOM ALSO
BE SURPRISINGLY THOUGHTFUL?

Thoughtful is *beautiful*

Presenting the Hindware Italian Collection, our products are crafted to be not just beautiful, but thoughtful as well. The range includes water-saving faucets, sensor faucets, thermostatic showers, and water closets with silent flush that strive to make your everyday beautiful.



SENSOR FAUCET



hindware
ITALIAN COLLECTION
Thoughtful is *beautiful*

THERMOSTATIC SHOWER



AMAZON AQUASHEET

Visit www.hindwarehomes.com for more such thoughtful bathroom solutions



/hindware



/hindware_homes



/user/hindwarehomes

Scan for exciting offers



news
Launches

iSpy

Your guide to the
hottest new stores
and products

By RIDHI KALE



THE WAIT IS OVER

Now Mumbai has another reason to rejoice, Swedish brand, IKEA (part of the Ingka Group) has opened a store in the city. Spread over 5.3 lakh sq ft, not only does it have sustainable home furnishing products it also has the largest children's area in IKEA globally, called Småland.

PRICE on request; **AT** www.ikea.in



NEW STORE

The Pure Concept Home has recently opened its doors to its first-ever flagship store in Kala Ghoda, Mumbai. Connected by a stylish spiral staircase, the showroom is spread across 3,600 sq ft, over two floors. The building, which is more than 100-years-old is almost as alluring as the wares it retails.

PRICE on request

AT www.thepureconcepthome.in



SINGULAR BEAUTY

If you are looking for something unique that no one else has then furniture brand Hastkala Jaipur has something for you. To celebrate 25 years of their wood craftsmanship, they have opened a new store in Jaipur housing one-of-a-kind pieces.

PRICE ₹5,000 onwards

AT www.hastkala.net

PARTY TIME

Want to be the host with the most? Then the Hosting Collection from luxury lifestyle and gifting brand, Shaze is for you. Stand out designs are the decanters.

PRICE ₹5,000 onwards

AT www.shaze.in



Not Set in Stone

Eliteearth, a brand that's all about beautiful concrete and sustainable objects has launched a new line in shades of Pantone Colour of the year 2021—grey and yellow. Featured here is a concrete cirlet planter from the range

PRICE ₹999 (cirlet planter)

AT www.eliteearth.in



WONDER WALL

Here's why ThinkCutieful's new line of luxury and bespoke wall coverings stand out—besides looking stunning, they also stimulate learning. The brand founded is by RomillaTewari in 2009, an expert in designing spaces for children. The wall-papers and graphics are printed with eco-friendly inks on phthalate and toxin-free, biodegradable papers that are greenguard certified.

PRICE on request

AT www.thinkcutieful.com

Quirk Works

Concept decor pieces are great conversation starters, and The WhiteTeak Company's new home decor range is just that. A good example is the Aloha Green Monkey, sculpted in resin and plated in metal from the collection.

PRICE ₹3,950 (monkey)

AT www.whiteteak.com



KITCHEN KING

AVENTOS HK top, an innovative lift mechanism by Blum is the winner of the Reddot design award, German design award and iF Gold Award. Designed to bring premium quality motion to wall cabinets, its small installation size makes it very popular.

PRICE on request

AT www.blum.com/in/en

BRIGHT IDEA

A great way to set the mood is by adding candles. Decor brand, Ellementry has released a candle collection in terracotta and glass bowls.

These bright beauties come with natural soy scented wax that is made using vegetable-based ingredients.

PRICE ₹2,650

AT www.ellementry.com



Keep the Outside Outside Forever



The multi-chambered profiles and fusion welded joints improve overall sealing and insulate windows to keep icy winds out of your home, keeping the inside warm forever.

Science@work



Fenesta
Better by Design

India's No.1 Windows & Doors Brand

Nationwide Footprint: Service across 327+ cities | Call: 1800 102 9880 (Toll Free) | 74286 91568 | SMS: WINDOW to 56161 | Email: response@fenesta.com | Visit: www.fenesta.com



WHAT'S HAUTE

Why we turned to 10 top influencers to map the design and decor trends this year

By RIDHI KALE

Hope. Be it colour, craft, design or decor, it remains the underlying theme of the year 2021. And if the pandemic has taught us anything, it is that social media has become not only a source of infotainment but also our go-to for ideas, inspiration, DIYs and advice. So for our trends forecast we asked 10 design influencers on Instagram to share their insights.

1. Rohina Anand Khira
2. Sarah Sham
3. Esha Gupta
4. Preethi Prabhu
5. Rittika Chokhany
6. Anuradha Kapoor
7. Rukmini Ray Kadam
8. Jasleen Singh
9. Swati Bora
10. Ishita Yashvi

It was an eye opener for us to say the least. From curved forms in accessories and furniture to organic designs and textures, from welcoming eclectic aesthetics to multifunctional spaces, from the drama of monochrome to an increase in striking neutrals, from revival of cane to blurring the boundaries of the outside and inside, from celebrating family heirlooms to creating comfortable green spaces, from an earthy look to beautiful artisanal pieces—these trends are all you need to make your space look fresh, inviting and interesting.

But that's now all, our influencers also share styling tips and tricks, favourite brands and their social media journey. Consider this your definitive guide to mapping what's on the horizon this year.



HPL Wires
An all-round safe decision for your home

**FR/FR-LSH/ZHFR
PVC Insulated Domestic & Industrial Cables**

- Electrolytic 100% Pure Copper
- High Insulation Resistance
- Double Insulation with Ultra thin layer



For enquiry,
Contact: +91-120-4656300
Customer Care No.: 1800 419 0198
E-mail: hpl@hplindia.com,
Website: www.hplindia.com

LAIDBACK LUXE

From hemp and seagrass to a contemporary twist on ikats and kilims, 2021 is all about design that has a fresh, new outlook

By RIDHI KALE

There's something so comfortable, relatable and inspiring about Rohina Khira's social media handle that no matter what she posts, it grabs many eyeballs. Ask her 1.39 lakh followers on Instagram and they will agree. It's a mix of decor, design, travel, fashion, textiles, DIYs and interiors, all in one space. Khira is the CEO of Mumbai-based, decor store AA Living and started her Instagram account in 2013. "Facebook was fading away, especially the business pages, everyone was saying one must move to Instagram," says Khira. So, she started a handle but it was more for her company, AA Living. She began documenting designs she was doing for the brand, new products, cute cafes and interesting spots. "It was spontaneous and not a curated feed. People enjoyed my international outlook to interiors and decor," explains Khira. She then started her own handle as well and soon brands started approaching her and before she knew it, Khira became a voice for the decor community.

"I love creating new and interesting content," says Khira. She also happens to be one of the biggest proponents of DIYs. "It's about using what I have at home and repurposing it in interesting, multiple and unusual ways," she says. A recent example is her festive DIY. She took a few fairy lights, jumbled them, put them in wine goblets, flipped it and then put a candle on top of it. It created a novel DIY

Photograph by MILIND SHELTE



candle holder. "The post got a lot of traction," says Khira.

DIYs apart, her number one styling tip is to declutter. "Less is more, this is reflected in my style, decor and fashion," she says. Her advice, keep the design and layout simple, neat and clear. "This will allow you to redecorate creatively.

So, what about her favourite brands? Beside her own store, she is very fond of an international brand, Anthropologie. "Their aesthetics of laidback luxe really aligns with my sensibility," says Khira. With a pulse on what's new and trending, Khira's design style has many takers.

**ROHINA
KHIRA, 34**
Mumbai

AT @rohina
USP Boho chic decor
and design ideas with
plenty of DIYs



EYE CATCHING

Rohina Khira (right); styles a trendy bedroom concept at her AA Living store in Mumbai (left)

the trends

Classic Revival – "For furnishings, classic styles and weaves are going to come in vogue. Things like kilims and ikats but with a modern twist such as going graphic with pattern or watercolour version of it," says Khira. The central idea being an adaptive version of classic weaves.

Go Boho – "Bohemian inspired laid back textiles are still trending because of shift towards more natural fabrics," says Khira. Therefore, materials such as rattan, jute, seagrass, hemp, cotton, and slug are not going away anytime soon. "Synthetic fabrics are too heavy and have taken a back seat," she adds. This means you can do away with polyester furnishings.

TIME TO BE BOLD

Definitely not for the pastel-hearted, striking monochromes, metals other than copper and stylish terrazzo are here to stay

By RIDHI KALE

SARAH SHAM, 33
Mumbai

AT @essajeessatelier
USP Sharing a honest design journey



Photograph by MANDAR DEODHAR

While Sarah Sham is a well know interior designer and heads Mumbai-based Essajeess Atelier, she has an effortless presence on social media that has turned her into what one would call a design influencer without even trying. In fact, it's this graceful, truthful and honest approach that has got her many fans and followers. With over 78,000 followers her IGTVs about her journey, mistakes she made and how to build a portfolio are exceedingly popular.

"Initially I never wanted a social media account, I thought it was pointless as people who were spending few crores doing up their homes won't hire a designer basis social media," says Sham. But when a close friend's mom wanted to see her Instagram account instead of the website, she realised the importance of this medium. So, two years ago she started posting her work. "As I started posting and connecting to a lot of people, ridiculous amounts of inquires started coming in and a lot more work," she says. Sham then understood that this was a place to spend serious amount of time and energy. "During the lockdown I started doing IGTVs out of boredom and lack of

the trends

Colour Cue - "People are referencing 50s and 60s for their design aesthetic. Think all pink or blue rooms—just tones of one colour," says Sham. It's a bold trend that when done right can look fantastic.

Terrific Terrazzo - While in 2020 terrazzo was thought of as a fad, this year it's here to stay. "Terrazzo is not going away any time soon," she says.

Metal Musing - "Metals other than brass such as brushed copper are going to be seen. There is a lot of evolution in the market," says Sham.

TREND SETTER

Sarah Sham (far left) in her Mumbai Home; interesting metal work at the VAK showroom (left); a monochromatic bar in a Mumbai house (below); both projects by Essajeess Atelier



human connection. I spoke about all the mistakes that I made and got an amazing response. So many people connected to that video. So I started sharing more content about my design journey and it resonated with the design community, attracting more clients," says Sham. She didn't think clients would be interested in knowing about how to deal with your contractor, but they all enjoy it. "I have friends on Instagram now," she says.

Styling with plants is something the interior designer cum influencer has spoken about often on social media. "Plants are my cheapest and easiest styling trick. The second is using colour. A lot of people are afraid of using colour, it can be added through a fun upholstery, cushion covers and throws," she says.

As for favourite brands, she likes the quality of linens and towels from AA Living, while Fleck India has gorgeous planters and decor items. She enjoys shopping for furniture at Blue Loft, from Bharat Floorings her favourite is the in situ terrazzo flooring, IDAM has beautiful cushions and Arjun Rathi has fantastic lights.

"This has added that value to my job," says Sham about being able to sample and share everything she knows and loves about design with her 'Insta-family'.





SMART DESIGN
Esha Gupta (below right), styles a living space (right) using curved forms and natural elements

BOUNDARIES ARE BLURRING

From curved furniture and decor to eclectic and personalised design, the coming year is all about celebrating innovation and ingenuity

By RIDHI KALE

The phrase ahead of the design curve truly applies to Esha Gupta and her digital platform called Design Pataki. It's a heady mix of Indian and foreign design, architecture, art and decor, with a generous portion of styling ideas thrown in for good measure. Brands are dying to work with her and she has often represented India at design fairs and exhibitions overseas. In fact, innovative and fresh content makes what she does the need of the hour.

Interestingly Gupta is a trained interior designer based out of Mumbai and started Design Pataki after a five-year stint in the interior and architecture industry. "I started Design Pataki around four years ago as an expression to my sensibilities on design and art," says Gupta, adding, "I think it was an unrelenting desire to know more, and create a dialogue on global design, architecture and art in India which inspired me to launch Design Pataki. For me, being honest with our followers is of utmost importance. I try infusing as much of 'me' as possible in the content that we put out. One's passion shows through in the dialogue that you have on your platform." We could agree more with over 74,000 followers on Instagram and an equal number (if not more) subscribers to her digital magazine, Gupta is proof that content is king.

the trends

Curves are In - "On Instagram, I have been 'oohing' and 'aahing' over everything curvy, though in a very organic sensibility," says Gupta. She loves the work of Mexican Architect, Javier Senosiain, who exemplifies the concept. "While designers like Nika Zupanc, Studio Pepe and Tom Dixon have already been doing it, I see it translate across all elements in a bigger way now," she says.

Personalise It - "Unique pieces with unique stories—designing is going to be about storytelling and individuality," explains the influencer.

Art of Mix and Match - According to Gupta 2021 is all about adding elements of eclecticism. "Now we will see it more with people identifying with their homes. Eclecticism is going to be a new normal, taking a cue from fashion in that sense."

External Affair - "Indoor-outdoor spaces are going to be a must and concept homes will be designed around it," she says. We will value our outdoor spaces more than ever now.



ESHA GUPTA
Mumbai

AT @designpataki
USP Best of global design, art and architecture

Gupta is a self-confessed home/design shopaholic. "I can't resist picking up interesting pieces as and when I see them, especially when I am travelling. So over a period of time that has ended up contributing to an interesting curation at home. I resist picking up things which I would find in multiple shops or if it doesn't go with the aesthetic sense I am aiming for," she says.

This unique design sensibility is also the reason why you will find interesting collaborations where Gupta is brought in to turn the company's staid image into something stunning and spectacular.

So, what are her favourite decor and design brands? "That's a tough question, I have so many. Before the pandemic, every time I travelled for a design show, I would have a new favourite designer. Currently, my recent favourite has to be Richard Yasmin, a Lebanese designer whose pieces are handcrafted by local artisans. 'After Ago' in particular is a monochrome collection of decor pieces inspired by the fascinating history of Beirut," she says. But that's not all. "To shop, I must say Paradise Road in Sri Lanka, has to be one of my ultimate home shopping destinations. Shanth Fernando's stores and his hotels are always incredible design experiences," she adds.

Photographs by MANDAR DEODHAR

MAKE IT YOUR OWN

Personalising your space to enjoy with your loved ones will be the key takeaway from the last year and make designing in 2021 even more special

By RIDHI KALE



PREETHI PRABHU, 39
Bangalore

AT @preethiprabhudotcom
@preethiprabhu
USP Amazing decorating ideas

The best way to describe the two Instagram handles by decorator Preethi Prabhu is—personal, vibrant and full of ideas. Her aim is to share ideas, DIYs and styling tips with everyone; she even has a blog for those who prefer detailed explanations. If her following is anything to go by—on one handle she has 1,15,000 followers and on the other over 38,000 followers—Prabhu's formula works.

"I started using social media to get more traffic on my blog. Since I am a 'pre-social media boom' blogger, it comes very natural to me to not be bothered about if someone is reading what I write. So I used social media to micro-blog my thoughts and it just took off. I was quite surprised to know that people enjoy reading what I have to say, while for me it was just me being the real me," says Prabhu. But why two handles? "Two handles happened by accident, one was

supposed to be an offshoot of my Facebook decor community, but it was hard to manage so I decided to share my own content on both. For 2021 I plan to make one personal account and the other will continue to talk about my work," she explains.

Prabhu's first tip for anyone trying to style their space is to declutter. "Hold on to only those things that make you happy and display the things that please you. Get rid of all other visual clutter. Give it away or stuff it inside your cupboards. Once you do that, you will see that you feel so much more calm on the inside," she says. In fact, this design sensibility echoes through all her social media accounts.

Interestingly, Prabhu also loves to promote women-run small businesses selling decor and goes out of her way to find the hidden gems. "Among the big brand stores I love shopping at Westside Home and Fabindia Home," she says.

So, if it's honest, good home designs that you seek Prabhu has got you covered.



the trends

Design Digest – "Since being home bound in 2020 has been an eye opener of sorts, I think in 2021 a lot more people will take decorating their spaces more seriously," she says. By this she means that it will no longer be place to "show off" and will be a part of "personal wellbeing". "I would say it will be the year of expressing who we are in the form of decor. Clean, clutter-free, a mix of family heirlooms, hand-me-downs and new things," says Prabhu.

Crafted by Hand – "I also see a lot more people taking notice of handmade artisanal home decor and include them in their décor," she says.

ART OF LIVING

Preethi Prabhu (below) fills the living spaces (above and below) in her Bangalore home with colour, craft and character



Photographs by SUDHIR DAMERLA

DOING DOUBLE DUTY

The pandemic has changed our lives forever, making multifunctional spaces the top design trend of the year

By RIDHI KALE



RITTIKA CHOKHANY, 45
Mumbai

AT @rittika_ariyonainterior
USP A lot of tips, tricks and ideas

IDEAS INC
Rittika Chokhany (left) sitting in her balcony in Mumbai; a child's room with multifunctional elements she designed (far left)

She has over 74,000 followers on Instagram, the hashtag she co-created called #MyDesiSwag has over 1,60,000 entries, she has everything from a blog to a twitter account. One thing is clear, Mumbai-based interior designer cum social media sensation Rittika aka Ariyona Interior is a force to reckon with. A tour of her Instagram handle will give you great ideas to do up just about any space in your home. She personally interacts with people who message her asking for tips and advice. But not many know when she started her handle in 2016, it took her six months to reach her first 100 followers.

"When I got back to work after almost a decade long mommy break, the working world had pretty much changed around me. Everything from sharing portfolios, making presentations and design proposals to reaching out to new clients had moved from the

the trends

Room for More – According to Chokhany the biggest trend in the coming year is going to be multifunctional spaces. "The lockdown over the last few months has brought the spotlight to our homes like nothing else before. Since our living, working and entertainment has all moved into our homes, the focus is now on efficient planning and organisation of aesthetically pleasing, comfortable, multifunctional spaces," she says.

physical to the digital world," says Chokhany. But once she started her social media journey she realised that the Instagram decor community was simply the best. "It's like having a little online family who are there to encourage, help and push you every step of the way," she explains. Taking part in various hashtag parties was one of the ways she used to reach out to more people. And it paid off.

Her advice for decor enthusiasts: "Go with your gut instead of overthinking every purchase. If you like it instantly, it is most likely your style. Over time, you will have a collection that is unique and completely reflects 'you,'" she says. Another quick tip she shares is to remember to purge and declutter every once in

a while. "Remove something from your space for everything you add. Crowded, overdone spaces can look chaotic and feel disconcerting," she says.

Chokhany also has an unending list of stores and brands that she loves. "I narrow it down to my personal style, which I would say is mid-century modern meets ethnic Indian. If I had to refresh my home today, I'd pick furniture from Magnolia and Tianu, lighting from White Teak Company and Objects of Interest, Rugs from Imperial Knots and Jaipur Rugs, accessories from Fabindia and Jaypore and furnishings from VLiving and Pride. This is in no way a comprehensive list of all my favourite go-to stores," she explains.

NATURAL BEAUTY

It's not just about bringing the outside inside. Rather being inspired by flora and fauna, while celebrating comfort and character.

By RIDHI KALE

ANURADHA KAPOOR, 59
Gurgaon

AT @anuraya_by_
anuradhakapoor
USP Is all about hand
made pieces



HANDMADE WITH LOVE

Anuradha Kapoor (left); living spaces in her Gurgaon home that celebrates handicrafts, art and plants

by cutting out fabrics from your old clothes or sarees and changing then regularly. Beer bottles can be stacked with chunky bangles to make impromptu vases. Make simple paper cut-outs with colourful paper and laminate them to use them as table mats."

"I am all for sustainable, organic and natural materials," she says. So her favourite brands are Good Earth, Fabindia, Purple Turtles and Urban Ladder. "I also love to buy from indigenous local brands which have fabulous handicrafts and handlooms," adds Kapoor.



Photographs by RAJWANT RAWAT

Tradition meets modernity in 61-year-old Anuradha Kapoor's social media account. It's full of all things handcrafted, celebrating Indian design and aesthetics. Art and craft can be found in abundance here. A true celebration of an ethnic aesthetic, images of her home show her love for maximalism.

But her design story started at 54, what many would consider a late entry in the social media scene. "My children coerced me into opening an Instagram account to share the pictures of our home. The response was very encouraging and I received a lot of appreciation and praise. From there on my journey has been full of learning, absorbing new ideas and interacting with like-minded people. The journey continues with new experiences, learnings and a whole lot of fun," says Kapoor. In 2015 Kapoor started her handle and today has over 63,000 loyal followers.

What resonates with her many followers is that she manages to make the home look beautiful without draining her finances. "Coming from a generation where being thrifty was a way of life, I firmly believe that you don't have to spend a lot of money to give a new look to your home. You can use shawls, dupattas and sarees to drape over your sofas and chairs. Stoles and scarves can become table runners," she says, adding, "Embroidery hoops can be given a new look

the trends

It's natural - With renewed focus on our homes Kapoor predicts turning towards nature. "There will be a lot of emphasis on natural fabrics, materials, fragrances and plants as decor elements that will adorn our homes," she says.

Eco Warriors - With the pandemic more and more people have realised the need to take care of Mother Earth and therefore all things sustainable are getting the attention for all the right reasons. "Eco-friendly will be a big trend this year, in all aspects of your home," she says.

Be Comfortable - This year people are looking for "comfortable and aesthetically pleasing interiors". "This is also the reason why Hygge and slow living will continue to define the way we will decorate our homes," she adds.



EASY LIVING

This year is all about a calming haven that inspires relaxation and reflects comfortable and stylish interior design in every room

By RIDHI KALE



Rukmini Ray Kadam, better known as Trumatter to her over 29,000 followers on Instagram loves to dish out simple home and living ideas, a sentiment that is also echoed on her blog. Interestingly, for the longest time Kadam was not active on any social media platform. “I started the blog in 2010 to document little projects that I did around the house that I rented with a flatmate. Chiefly because I missed home and more importantly the feeling of home terribly,” says Kadam. It wasn’t until 2014 that she opened her Instagram account. “Coincidentally, that was also the year I won my first blog awards,” she says.

Kadam believes that in terms of Insta-popularity, she does not have a large following. “But it gives me solace that I know most of my followers. I see their comments and we get chatty. Lately I see a lot of them doing great things in home decor, I guess we are all growing together. And this connect is probably what saw my following shoot up,” she explains.

What makes her stand out is that she truly loves what she

WHITE IS RIGHT

Rukmini Ray Kadam (right); the living room (above); dining room (left) and WFH space (right) in her Mumbai home are examples of comfort chic

RUKMINI RAY KADAM, 35
Mumbai

AT @trumatter
USP Simple, easy-on-the-eye aesthetic

does. “Doing little things in decor for that maximum impact, documenting it and keeping at it. What people told me they find particularly nice in my content is the simplicity of it all. I have been told that they get a sense of achievable decor from my work and that’s fabulous,” she says. Kadam also prides over what she writes and the connect it has with her audience.

So, what are her style tips? “I say this often but don’t buy something for your home just because that thing looks pretty. Think function and most importantly the vibe of your home. Also, don’t be frazzled by trends. If maroon is your colour and the trend is far from it, by all means add maroon to your decor. Weave things around to make it trendy,” she says.

Not surprisingly, Kadam loves different things from different brands and finds it impossible to pick favourites. “I am through and through pottery barn fan. I enjoy old school, 90’s knotty wood and soft brown fabric. I also love this brand called Pappa Sven. It’s a Nordic lifestyle brand and does beautiful home and lifestyle things,” she says. She also loves a vintage French shop by Dreamy White Lifestyle. “Maria curates furniture and decor from France and it’s one of my favourite decor shops in the world,” she says. When it comes to Indian brands, she loves Saphed’s gorgeous linens, BeVintage Decor’s refurbished and new, old school statement furniture and Script by Godrej’s cushions and throws.

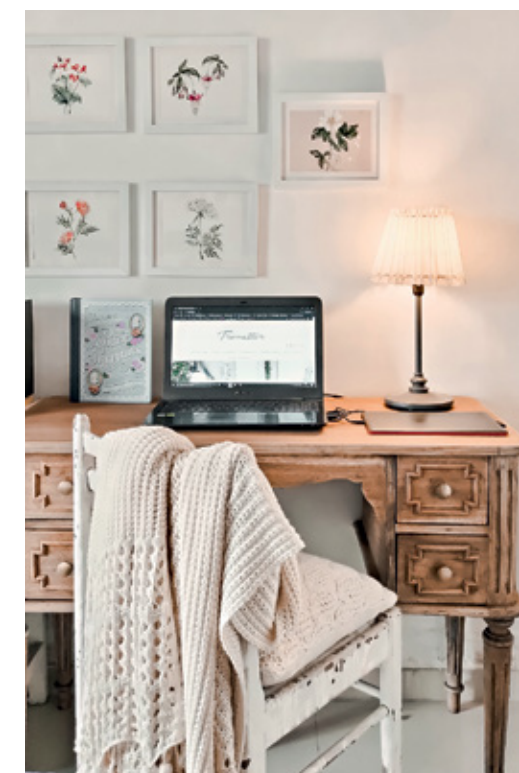
Kadam’s aesthetic is that right mix of contemporary design and Indian ethos, making her very popular online.



the trends

Get Comfortable - “Comfort and tradition I think will rule the roost when it comes to design and decor this year. And it’s a direct result of 2020,” says Kadam, adding, “People spent a lot of time in their home and over the year we realised that layers of functional comfort actually do help and we will be seeing more of that in 2021 for sure.” To sum it up, this means, “less formal and more inviting living rooms, over stuffed furniture, softer curves and traditional styles”.

Relaxed Design - “That entire feeling of ‘curl up and have coffee’ will be a deciding factor in everything,” says Kadam, who is been doing this style for quite some time now. “I sincerely believe home will be at the forefront of drawing comfort this year too and rounded, comfortable decor will be a thing,” she says.



COMFORT IS KEY

With function becoming more important than form, decor in 2021 is going to be all about good design ideas

By RIDHI KALE



JASLEEN SINGH, 52
Delhi

AT @TheKetliHome
USP Easy and relatable design sensibility

the trends

Hue Knew – “Neutrals will still be popular but with some warmer colour pops,” says Singh. So what colours will rule the interiors this year? “Grey and navy will be the trendy neutral shades,” she says.

Touch and Feel – “More texture and natural materials will be incorporated in homes,” says Singh. Think cane, jute, raw wood and organic cottons.

Down to Earth – Sleek finished surfaces are so last season. According to Singh, this year will be all about the earthy textured look.

All About Wellness – Covid has changed more than the way we live. It has also created a change in the way to interact with interiors of our home. “This is why comfort and function will be more important than form,” says Singh.

DRAW A DISTINCTION

Interior stylist Jasleen Singh (below left), loves to add plants to bring freshness to her space; seen here are images of her Delhi-home



Delhi-based interior and product stylist Jasleen Singh started sharing images of her home in south Delhi on Instagram four years ago and even she could not predict the love and appreciation that would come her way. But more on that later. “I had a full time job as editor of a magazine. I had a career in writing and editing for over 20 years, but unfortunately that magazine shut down and I took a sabbatical. I devoted my time then to my other passion—interiors. I’m not a trained interior designer, but I loved styling homes and kept doing that for family and friends,” says Singh.

One look at her Instagram handle called The Ketli Home and the earthy and relatable decor with some amazing styling tips makes her account stand out. “Initially it was just sharing corners of my home twice a month. Soon, as I got more into using Instagram as a platform to showcase my sense of design and decor, I started getting work via this medium,” she says, adding, “I’m still exploring and honing my sense of style and am grateful that some like-minded people have chosen to follow along with this process.”

Interestingly, Singh is discerning about which brands she works with. They have to echo a similar sensibility and she has to enjoy its design aesthetics. This honesty she brings is one of the many reasons why she has over 27,000 followers and more



Photographs by RAJWANT RAWAT

than 89,000 posts on the hash tag she co-hosts #BrightSpacesWeLove.

Singh’s effortlessly gorgeous style has many takers. Her design tip? “Start with the bare minimum in terms of furniture that you need and then accessorise. Plants, textiles, art, texture—whatever works for you and defines you and your family best. Balance and restraint are key,” says the interior stylist.

When it comes to brands she loves her list has many names including Fabindia, Nicobar, Good Earth and Bereru. However, more than what products she picks, it’s how she styles it that makes people return to her handle.



STRIKING NEUTRALS

Indoor gardens, a sober colour palette and modern yet sustainable designs are going to be in vogue this year

By RIDHI KALE

DIYs come naturally to Swati Bora, better known as Kumaoni Soul on Instagram with over 37,000 followers. “I landed here accidentally,” says Bora, who grew up in a small town in Uttarakhand and was passionate about DIYs, painting and gardening. “I remember taking up painting classes and making pretty cushions and beautiful designs on bed sheets during the day and working in the garden with my father in the evening during summer vacations. Then I moved away from my town for higher education and got a job in the city,” she says. In late 2018 when she got married and shared her passions with her husband, Vineet Verma, he suggested that she document the entire process of converting their rented apartment in Delhi into a home. “He encouraged me start an Instagram account and share this journey with people,” says Bora.

Once she started sharing pictures on Instagram, she got a good response from my family and friends. “I believe in affordable and sustainable decor solutions and I think people saw that in my work and connected with me. With that much appreciation in little time, I felt motivated and became consistent in posting content,” says the decor enthusiast. Bora came up with different DIYs along with well executed decor and



the trends

Neutral Tones – “The pandemic has had a considerable impact on our lives and hence it has also had an impact in the design world. Everyone is looking for a sense of calm and serenity. So, cool neutral tones like shades of blue and grey are going to take over in 2021,” says Bora. These hues will be used on everything from the walls and furnishings to furniture accents and decorative pieces.

Turning to Nature – According to Bora, we are also going to see the use of natural elements in decor. “We will be bringing nature inside our homes in many different ways. Top two will be indoor and vertical gardens.”

New Style – “People will be shifting towards sustainable, modern designs,” says Bora. This means that while eco-friendly designs will never go out of style, this year giving these design a contemporary edge is what will be in demand.

SWATI BORA,
29
Delhi

AT @kumaoni_soul
USP DIYs on decor
and design



KEEP IT SIMPLE
Swati Bora (left),
sets up a WFH space
surrounded by plants
(far left)

gardening videos that everyone loved. “When the lockdown happened everyone became active on social media which gave me a lot of exposure,” she adds. She also helps her husband with his venture Furniblooms that provides affordable decor products.

Bora strongly believes that decor is not about placing beautiful and expensive things in a space, it is about how you make all elements work together to make that space lively and comfortable at the same time. “Using plants as one of the most important design elements to transform any space, they not only add colour but life to your space. You will find a plant in every corner of my home,” she says, adding, “They create a huge impact and are budget friendly as well.” Another great tip she shares is investing in multifunctional pieces that can be styled in many ways. “It helps reduce the visual clutter,” she says. Bora also recommends using of trendy natural elements such as jute or cane baskets to enhance the decor. “These options are budget friendly and provide the perfect solution to keep your space clutter free,” she says.

As for favourite decor brands, she is partial to Furniblooms but also likes Fabindia, Chumbak, Good Earth, Nicobar and Nestasia. “I have also heard a lot about IKEA but never got the opportunity to visit their store. I hope they come to Delhi soon,” she says.

BACK TO THE ROOTS

Look back to look ahead. Nostalgia, comfort, vintage chic designs is what the year 2021 is going to be all about.

By RIDHI KALE



Photographs by RAJWANT RAWAT



ISHITA YASHVI, 38
Delhi

AT @ishitasudhayashvi
USP Artisanal pieces
and pretty floral
arrangements



Open Delhi-based Ishita Yashvi's Instagram account and you get a smorgasbord of colour, decor, design and fashion neatly placed before you. With over 55,000 followers it's the fact that Yashvi dons many hats with ease that makes her social media handle stand out. Besides being house proud, she is the co-founder and CMO at Cross Border Kitchens (an online food delivery and catering company) and the founder of The Home and Company (a home décor products brand).

"I started in early 2019, when I ended a corporate career and started cross border kitchens. I made my profile public as people wanted people to know the person behind the company," she says. Home décor and interiors were already a large part of my life. "When I thought of content creation, I wanted to share my day-to-day life so people

DRESS IT UP

Ishita Yashvi (left) in her south Delhi home; her bedroom (above) and the living room (left) are filled with beautiful, artisanal designs

got to see a lot of home decor, plants and handloom,” she explains, adding, “I do little for the camera and it’s more about who I am. What you see is anyway happening in my house, I also love styling products.” Yashvi realised that her Instagram account was getting traction when her sister who is a social media expert told her that even at 3,000 followers the kind of engagement she was getting was amazing. That’s when Yashvi really started devoting time towards creating more content.

One thing she swears by is keeping her house flexible in terms of design and decor. “I like furniture that is easy to move. This way you can transform the look of a space in no time. Simply change the location of the furniture and decor and give your interiors a new look. This is especially helpful when redoing corner,” she says.

As for personal favourites, Yashvi loves to scout or home grown brands and discover beautiful pieces by artisans. “Large part of my decor at home comes from the exhibition that Dastakar organises. I also love Anthropologie for the colour and quirkiness, Good Earth for what they are doing, Tarini for furnishings, Fabindia Home remains a go-to brand next door while furniture from Sarita Handa is fantastic” she says. Currently Yashvi is waiting for Pottery Barn to open its doors in India.

EASY DOES IT

This chair and cabinet by the sunshine yellow wall are examples of light and multifunctional furniture pieces that Yashvi loves

the trends

Going Green – “WFH and staying indoors is going to continue. So, greener homes, taking nature indoors will be a big trend,” says Yashvi. The serial entrepreneur believes that they will bring in peace and calm inside your space, and make you feel connected, which everyone needs at the moment. “But it’s not just about the plants it’s about pairing them with the correct decor and design elements this year,” she adds.

Past Perfected – Yashvi has always loved handlooms and handcrafted beauties however she forecasts that in 2021 more and more people will reconnect with their past and roots. It’s all about traditional Indian designs. “An example of this is using furniture that was used in the villages. It brings a sense of comfort and nostalgia,” she says.

Retro Chic – This trend is an extension of the above. It’s all about using vintage and retro accents and giving it a contemporary update. “For instance cane furniture is everywhere, but in a completely modern avatar. Or pieces that celebrate the art of inlay but in a sleek and chic form,” she says.



FABRIC OF LIFE

Time to redo and refresh your interiors with these trendy furnishings

It’s no secret that furnishings are the number one way to rejuvenate the look and feel of your home. But with the market full of options how do you pick the right one? In comes Nirmals Furnishings. The brand was conceptualised in the year 1989 as a response to growing demands of homemakers to design a home with their own unique personality, style and creativity. Year on year they stay bring out new collections that embody the best of global and Indian trends. This is also the reason why India Today HOME picked them as our gift partner of this issue.

Homeowners can select from a range of vibrant and modern textiles, including curtains, carpets and rugs, upholstery fabrics, wallpapers and other decorative elements. Since comfort chic is going to be in vogue this year, their collections are as alluring as they are comfortable. In terms of materials they have cottons, silks, velvets and jacquards, in an array of colours and textures. Be it cushion covers, curtains or bed linen, traditional motifs get a contemporary twist in their home textile collections. They even have a range celebrating flora and fauna.

Monochromes that are going to be so popular in 2021 also find pride of place in the new furnishings’ lines.

All in all, it’s your one shop stop for all things trendy and the perfect partner for our ‘Trends Special’



"I AM A STORYTELLER. IF I'M WORKING ON YOUR SPACE, MY DESIGN TELLS YOUR STORY"

LUXE LIVING

Designer Iram Sultan in her Gurgaon home; a bedroom with a colonial four poster bed, warm wooden floors and a classic blue and white colour scheme (right)

Photograph by RAJWANT RAWAT

Specialising in creating creative, alluring and functional spaces, interior designer Iram Sultan shares her design journey

By RIDHI KALE

She has often topped the lists of the country's most influential designers, yet prefers to remain under the radar. She guards her privacy with the same passion she designs homes, restaurants and offices. A storehouse of information on all things design, decor and architecture, we guarantee an afternoon with this powerhouse will leave you doubling over with laughter. The enigma in question, interior designer Iram Sultan.

Her story starts with the first project she designed—Yellow Brick Road, Ambassador, New Delhi—in 1999. "This was the time every restaurant was brown and beige. I decided to move away from it and worked with the carpenter and painter to give the chairs a beautiful patina," says the Gurgaon-based designer. She got a lot of appreciation for it and her eponymous firm (started the same year) became a

Photograph by DEEPAK AGARWAL



This & that

Designer of the month

way for her to create innovative design.

But she prefers keeping her team small. "We are tiny and bespoke, a decision that we were always very clear about. I also realised early on that my strength does not lie in leading a large studio. I am personally involved in all aspects of the project—I choose, I design and I dream. So, we are a team of eight to ten people depending on where we are," she says. A couple of years after starting her firm her partner, architect Mohit Kansal joined the practice and echoes the same design philosophy.

While Sultan has a strong style statement, it is tailored to suit each client and space. She is particular that no two projects look alike. "However, art is integral to my design sensibility and I feel art must be in every home, it gives it character and is the soul of a space," says Sultan who works on high end and luxury projects across the country. "Design needs to reflect the people whose spaces we are creating. The client presents his/her vision and it's my job is to make it aesthetic," she adds.

After completing her first assignment she started doing hospitality projects. "Soon Priya Paul, who is an absolute dream to work with hired me to design two restaurants in Kolkata, then Priti Paul asked me to design the Oxford Bookstore in Kolkata," she says. That said, however, in the last 10 years she has been doing more and more homes. "In fact, during the pandemic I have been extremely busy as there is a renewed focus on homes, people have realised its value and have a better understanding of what they want," she says.

Sultan easily lends a unique character to the spaces she has designed. Take the 20,000 sq ft private floor for the MD and chairman of Indian pharmaceutical company Zydus Cadila for instance. She wanted the bespoke interiors to reflect the work the company did. So the corners are rounded, while receding arches and curved, vaulted ceilings together represent pills and tablets. For Sultan it's all about creating that relationship with the client to bring out the best of any space be it a home, a hotel, a restaurant or an office.

"Good design is all about layering volumes,



Photography by ISHITA SITYWALA



Photograph by DEEPAK AGARWAL

THE SHOWSTOPPERS Corridor with receding arches, bespoke flooring pattern and an Omer Wasim art work at the Zydus Cadila office in Ahmedabad (top); a duplex in Delhi where art is the hero of the space (above)

planes, textures, materials, tones, tints, light and shadow. For example, heights are determined by air conditioning, lighting is as crucial, and then it's how you dress the structures and add materials, textures and finishes. How a hemp rug with a Persian carpet on top creates the perfect equilibrium or the way you add colour, artefacts or fabrics. These are layers upon layers, all resting on the symphony of balance," explains Sultan.

It's clear creative thinking comes naturally to Sultan, and it is this imaginative bent of mind that gives her projects a unique twist that we have come to love.

UPGRADE TO SEAMLESS LUXURY



The world is moving towards minimalistic, trendy yet customised choices when it comes to windows and doors. A new range of Ultra Luxury Aluminium windows & doors launched by Fenesta is meeting the expectation and setting the trend because they are seamless, contemporary and can effortlessly elevate the aesthetics. These versatile products are transforming living spaces with a new dimension of substance in a simple yet elegant style.

Versatile Color Range: You can enhance the color of your home or office interiors with Fenesta Aluminium windows and doors. These are

available in 5 colors- Diamond Grey, Pristine White, Champagne Gold, Light Oak & Walnut.

Design Flexibility: With Aluminium framing options, imagination is limitless. It possesses an inherent strength of flexibility hence making the manufacturing of windows and doors possible to exact specifications. With an endless array of systems, finishes and glass options, Aluminium offers a vast range of opportunities. From the cost-effective to most elaborate systems, Fenesta Aluminium Series also delivers excellent thermal performance.

Durability and Low Maintenance: Aluminium is corrosion-resistant which makes this material low-maintenance. Fenesta's Aluminium windows are resistant to wear and tear caused by the harsh weather. They do not split, crack, swell or lose shape ensuring durability and elongated product life.

Recyclability: Aluminium is known to have the highest recycling ability with least amount of energy required. As a result, it is environmentally sustainable and 'green'. This inherent property differentiates it from other framing resources.



Fenesta
Better by Design

India's No.1 Windows & Doors Brand



As the global population boom approaches its peak, the strain on nature has become unsustainable. Deforestation is rampant, and climate change is almost irreversible now, say experts. So what's the solution then, for those seeking the appeal of real wood?



MDF, or Medium Density Fibreboard is an environment-friendly, engineered wood solution that's as good as natural wood. It has uniform density, superior strength and is perfect for high-quality products like furniture, modular kitchens, partitions, door panels, industrial usage, handicrafts, photo framing and many more.

So how is MDF closest to natural wood? According to **Mr Avtar Singh Bhullar**, National Sales Manager, Century Prowud MDF/PB Division, although there are variety of material available in the market like Plywood, PVC, CPVC etc., but MDF is the closest to natural wood in terms of its properties and applications. MDF can be carved or molded in any shape like natural wood, it can be directly painted or polished and can be used in any application. All this makes MDF a versatile product.

Century Prowud offers a wide range of ISI-certified MDF with a great choice in pre-laminated decors that

truly looks like beautiful wood finish. Apart from having strength, and workability they are also resistant to high-moisture, termite and borer infestations, and now also feature a special nano technology 'Virokill' surface to be 99.9% virus free. As Century Prowud's tagline says, it's 'the wood of the future' and the market seems to think so, with even the top furniture brands like Ikea, Urban Ladder and Pepperfry opting for it.

The world-class MDF now comes with
VIROKILL
Kills 99.99% Viruses

CENTURYPROWUD
MDF-The wood of the future

MODERN MINIMAL MAGICAL

This apartment in Bangalore is layered with beautiful accents, fine detail, warm colour tones, a fantastic view, and well curated artworks

By VINITHRA AMARNATHAN

They say design feels effortless when you connect with your client. Couldn't be truer than in this transformation we did. Pavitra Shankar is an executive director for one of the largest real estate firms, mother to two adorable boys and someone who I met when I had just moved back to India after living in the US.

When she reached out to me last year to explore a transformation for her larger living spaces, I was excited. Our design styles matched instantly—we shared a love for clean simple lines and the mid-century modern aesthetic. Her only brief was she wanted it to be warm, cosy and inviting, and at the same time she wanted to reimagine the space entirely.

The site itself was challenging. It was a single long space that had to be multifunctional with each area feeling connected to the other while having its distinct personality. So, we broke down all the visual barriers and created one clean open space now unified with a hint of warm grey paint. The apartment also has a beautiful view of the quintessential Bangalore green. It only made sense to have a massive picture window to maximise the view and let natural light in. This wasn't an easy change with the apartment being on the 8th floor.

Since the home opened directly into the living room there was no defined entryway. We kept the existing grid frame board and batten wall, painted it a soft grey and added



Photographs by PARTH SWAMINATH



SPACE CRAFT

The large dining area framed by a raw edge dining table and a minimal branch chandelier opens to a view of the terrace and green beyond (above); the homeowner Pavitra Shankar (left)

a beautiful custom oversized cane and white cabinet that functions as storage for entryway essentials. An oversized mirror hung off centre visually rests the entryway closer to the main door and brings in a modern casual feel. To the left of the entryway sits a small bar nook. We added a chair and a rug here to define the space along with beautiful watercolour art by Hiren Patel.

The living room itself is simple but layered with beautiful accents and details. A classic mid-century sofa set against a black and white rug and olive chairs make for the main seating. A beautiful kilim upholstered bench visually divides the living from the dining. A forged brass console divides the living from the dining.

To the right of the living room is the family room and we anchored it with a deep olive wall. In a very long area, it does a great job of pulling in the spaces visually and creating an integrated colour story from the living to the family lounge.



*Vinithra Amarnathan is an interior designer and the founder of Bangalore-based Weespaces, a full service boutique design firm.
www.wee-spaces.com*

This area has a comfortable custom sectional couch and ottoman for TV viewing and family photos framing the wall behind. A beautifully detailed Gurudas Shenoy artwork brings in vibrancy and colour into this space.

As we walk further into the apartment to the left of the living area is the dining. The dining had an accent wall and a large built in wood cabinet. We added simple textural grass cloth wallpaper to the far end of the dining space to bring depth and texture. A large mid-century inspired branch pendant sits atop the dining. On the far end the buffet table sits below an abstract art by Shivani Dugar and adds just the right amount of colour. Adjoining the dining is the beautiful open terrace.

I truly love how this home came together. Often we work on new homes, but to work on an existing home which has been lived in and has outgrown the needs of its home owners was a challenge. To reimagine a space in entirety and make those changes come alive has been fulfilling.



DESIGNER'S CHOICE

(clockwise from left) The entry to the home is set with a beautiful framed Navajo rug and a modern brass legged console; the bar nook has a corner chair anchored by framed watercolour art pieces by Hiren Patel; clean modern lines are balanced by the warmth of caramel and olive tones on the chairs



Fast look Design

FLIGHT OF FANTASY

Creating botanical sculptures, styling shoots and designing sets, this graphic designer bridges the gap between fun and functional with flair

By RIDHI KALE

Nature means many things to many people, but for Mumbai-based art director, set designer and fantasy botanist it's a means of capturing your imagination and drawing you into a story. "Fantasy Botanicals is an evolving series of sculptures where I design my own plants by taking familiar and unfamiliar organic elements out of their original context and unearthing a new meaning", says Shah, who is trained to be a graph-

ic designer. She runs a multi-disciplinary practice called Studio Lalala in Mumbai. "After having practised design for seven years I switched to a more tactile medium. I wanted to play with materials and textures, and get my hands dirty," she says. Currently, alongside the commercial work, she is also developing a few objects d'art. AT @pri_ism (Instagram)

Photograph by MANDAR DEODHAR

Introducing neem fresche

Your protection from skin allergies and breathing problems



Neem Fresche is a technology that protects your home furnishing against dust mites that cause skin problems and breathing disorders. All Sleepwell products come treated with Neem Fresche.



Protects against dust mites, skin and breathing disorders



Effective even after multiple years and washes



Environment friendly



Certified by U.S. Environmental Protection Agency

The power of Neem Fresche is available exclusively in the entire Sleepwell range

Mattresses | Bed Sheets | Pillows | Comforters | Blankets
Mattress Protectors | Furniture Cushioning



PRESENTING
FABER
AEROSTATION

THE WORLD'S **ONLY** CHIMNEY WITH
COOLING FAN AND AIR PURIFIER.

*LOVE COOKING.
LOVE THE KITCHEN.*



WORLD'S ONLY
3-IN-1
CHIMNEY



AIR PURIFIER



COOLING FAN



FABER
AIR MATTERS

ALSO FROM THE HOUSE OF FABER: BUILT-IN HOBS, DISHWASHERS, BUILT-IN REFRIGERATORS, COOKING RANGES, HOBTOPS.
Follow us on: [f/FaberIndia](#) [t/faberindia](#) [y/faberindia](#) [u/faberindia](#) Toll Free Number: 1800 209 3484 | email: ks-customercare.in@franke.com | www.faberindia.com