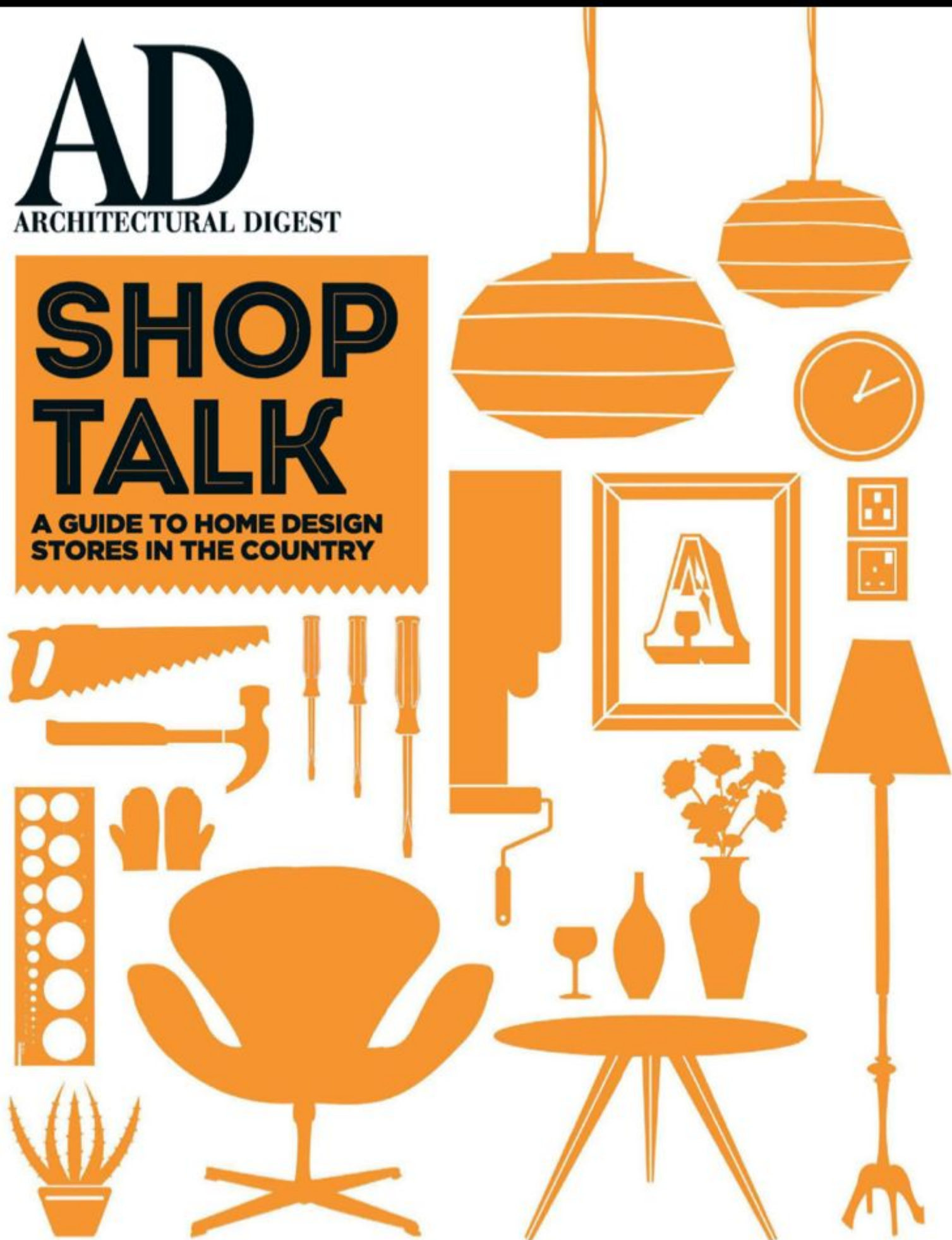


AD

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A GUIDE TO HOME DESIGN
STORES IN THE COUNTRY



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ONLINE

GULMOHAR LANE

With a delightful range of classic and contemporary furniture, this online store makes buying high-end sofas and armchairs a hassle-free experience



(Clockwise from this picture)

The classic 'Chesterfield' sofa. Sofa from the English Roll Arm collection. Handwoven 'Two Rows Ashok Trees' cushion. The 'Ikat Green Patch' cotton-linen cushion. The 'Turkish Tile' cushion.



USP: Blending contemporary sensibilities with those of their fourth-generation furniture and sofa *karigars* (artisans), some of whom have experience working with Rajasthan's royalty, this store creates furniture that takes inspiration from a diverse array of sources. Their range of products includes plush leather Chesterfield sofas and colourful ikat armchairs from their 'Summer Bali' collection. They all have one thing in common—they compel you to take a seat.

ON THE SHELF: Upholstered fabric and leather sofas, armchairs, sectionals, coffee tables, lighting, chandeliers and scatter pillows.

DESIGN PHILOSOPHY: Gulmohar Lane was launched in 2015, after two years in the concept stage. The online store was born out of the founders' need to have furniture that was charming and built to provide comfort. Gulmohar Lane is focused on sustainability and collaborating with local artisans and craftsmen, thereby preserving age-old traditions and techniques of the art of making furniture.

BESPOKE: Their website retails a range of fabrics and leather swatches to help customers make an informed choice.

Customers also have the option to choose size, fabric and fill.

BRAND LOYALISTS: Parineeti Chopra (actress), Sumeet Yadav (CEO, Nandos)

PRICE RANGE: Furniture: ₹3,900 to ₹1,50,000; cushion covers: ₹590 onwards

"Our core desire is to make beautiful and rich aesthetics approachable to a larger section. The idea is to make natural fabrics 'mainstream'. We feel that great aesthetics should become accessible to the people who appreciate design and quality at the same time."

—Saurabh Ailawadi, Co-founder

NEED TO KNOW:

Owners: Saurabh Ailawadi and Shweta Mewara

Website: gulmoharlane.com

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