

Shweta Mewara & Saurabh Ailawadi

GULMOHAR LANE

THE ROOTS

"I never had a clear dream," confesses Shweta Mewara. "As I grew up, the idea of what I would do as a grown-up kept changing. My mother's keen eye for detail and uncompromising presentation skills had a huge influence on me while growing. My dad, though an IAS officer, always encouraged us to pursue our creative interests. I found my focus when I joined NIFT." For her partner Saurabh Ailawadi, design happened during his tenure with Reliance Brands, where he would design and source a lot of furniture for international brands in India. "That's how my interest in furniture gradually built to a point when I wanted to launch my own furniture brand."

THE NURTURING

Mewara has worked with brands such as ITC Wills, Madura Garments and VF-Arvind Brands as well as on several design projects. "I have a great flair for home textiles and print design," says the designer who has done a design management course at Parsons New School of Design, New York, followed by an internship with celebrated designer Anna Sui. Ailawadi, also an alumnus of NIFT, has worked with brands like Nautica, Lee, Diesel, Superdry, Paul & Shark, Steve Madden, etc, as head of visual merchandising. The duo greatly admires the works of Timothy Oulton, Laura Ashley and Charles & Ray Eames. "We are inspired by the people who have a 'point-of-view'," they say.

THE FRUITS

Gulmoharlane.com came about due to the unsuccessful quest for "simple, comfortable, beautiful and fairly-priced furniture" that the designer duo sought for their home. "We used to move cities every three to four years because of our jobs, and every time we used to be disappointed by what was available in the market." After two years of

solid "background" work, gulmoharlane.com was born on 14th February 2015, a true labour of love! Gulmohar Lane's expertly handcrafted collections offer a wide range of natural fabric and leather-upholstered sofas, coffee tables and home products. Easy customisation options are available where the customer can choose size, fabric and fill.

THE TURNING POINTS

Being a young firm and brand, the launch of their online retail store in itself constitutes a turning point for the two. "People found an instant connect with Gulmohar Lane. This acceptance and appreciation was a real turning point."

THE DESTINATION

Their dream is to be the most trusted home lifestyle brand providing world-class designs. With their rapid extension into newer product categories, especially leather trunks, beds and hand-clad leather TV units, they seem to be one step closer to it. ^{A&}



♦ A built structure that gets a perfect score in your opinion... and why. We're lucky to be in a city that has the best of Charles Correa's works. We often visit Jawahar Kala Kendra and admire the structure. The largely open plan and the simple use of exposed brick lend to a well-rooted and timeless architectural plan.