

MUMBAI



SIMONE

Located in one of Mumbai's prominent heritage buildings, this concept store offers a dazzling collection that is the result of Simone Arora's 20 years of design experience, impeccable taste and matchless eye for detail

NEED TO KNOW: "A home is an oasis," believes Arora, whose talent and global design sensibilities have shaped SIMONE's eclectic collection. With its exclusive brand agreements and stunning curation, the store has come to epitomize elegant living.

VIEWPOINT: Nature is SIMONE's muse, with an aesthetic that blends organic textures and colours with global, contemporary design. The sprawling 8,000-square-foot store carries a collection that encapsulates the vision of a refined, luxurious lifestyle.

TAKING STOCK: Furniture, home furnishings, kitchen and bed linen, tableware, artefacts, outdoor products, bath products and lighting.

TOP BRANDS: Michael Aram, Riviere, VGnewtrend

BESPOKE: Along with interior design consultation services, 'Project SIMONE' is the brand's latest offering, providing complete turnkey project



Clockwise from this picture: Bespoke furniture, exclusive accessories and lighting solutions. Elegant dinnerware, glassware, flatware, candles, linen and floral arrangements. Textural furnishing fabrics in a neutral and organic colour palette.



"My design aesthetic is classic, contemporary and distinctive. It leans towards a natural look and feel, with a luxe component."
— Simone Arora

solutions right from conceptualization to curation and implementation.

BRAND LOYALISTS: Ashiesh Shah, Simone Dubash, Raseel Gujral, Kohelika Kohli, The Charcoal Project, Talati & Panthaky Associated.

TALKING NUMBERS: ₹1,000 onwards.

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LOVES



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