

ELEGANCE PERSONIFIED

Simone Arora's decor store in South Mumbai is all about effortless luxury and timeless style



Designing and curating spaces is something that comes naturally to Simone Arora. Her tryst with interiors and decor began early on, as she, alongside her husband Ajay Arora, built upholstery brand, D'Decor, to what it is today. After over 15 years of participating in international trade fairs and exhibits and interacting with designers across the globe, Arora decided to branch out on her own with her concept store, SIMONE, a culmination of design experience fused with her signature style. Her passion for decor is visible through her eponymous boutique, located in a prominent heritage mansion in South Mumbai. Inspired by nature, the interior space showcases a globally sourced selection of furniture, exclusive fine fabrics, objet d'art, tableware, glassware, bed and bath linen, lighting solutions and outdoor accessories, to create a tranquil living environment.

Tell us about your design journey.

I have spent 20 years of my career in the field of design as D'Decor's creative director. Here, we created new collections, explored colour options, attended, participated in international

fairs and learned new techniques from people in the trade. These incredible chances, gave me a tremendous hands-on education and experience in the field of design. My foray into interiors came when I took on the challenging project to build and decorate my home 'Amore'. This is when I had the opportunity to personally source building materials, furniture, artefacts and accessories, from a global selection of offerings. These experiences further enhanced my creative sensibilities. This in turn led to the inception of 'SIMONE' – a fascinating fusion between the old and the new. The brand showcases international labels that are curated into room settings in natural hue themes.

What inspires your design sensibilities?

I was nurtured and brought up in a progressive and cosmopolitan home, where I was constantly exposed to beautiful art and objects, fine living and extensive travel. I met many influential people very early in my life. My parents are both artistically inclined and exposed me to a number of things that lead to my heightened sensibility. My inspiration also comes from various sources like heritage architecture, elements of nature, books and travel, that influences me to



different sights, sounds, interactions and experiences.

What sets your style apart from other creatives in the same design space?

My design aesthetic is classic, contemporary and distinctive. It leans towards a natural look and feel, with a luxe component. The colour palette is neutral with an emphasis on varied textures and forms, with a hint of metallic sheen. The SIMONE Naturally Inspired collection has a European-African design appeal that helps create a sophisticated yet comfortable ambience. It is a classic example of the kind of adaptive flexibility that urban planners and architects laud.

When did you discover your love for fabric and design?

I was exposed to a beautiful home and visually stimulating surroundings very early in life. After marriage I was introduced to the world of fabrics and textiles – my husband and I visited and participated in all the leading home textile and design shows in Europe. Rich hues, art and textures in numerous forms and variations of home decor and textiles were on display. This exposure further enhanced my love for fabrics, fashion, design and decor.

What is the SIMONE signature style?

My creation is contemporary, nature inspired and tranquil in feel with a luxe appeal. I instinctively gravitate towards natural and neutral colour tones and use matte textures with a hint of sheen and gloss to lend elegance. SIMONE, the store, is a unique fusion of the heritage world with contemporary interiors.

What's the next big thing at SIMONE?

Project SIMONE is the most recent expansion portfolio and concept product added to my brand. We offer themed mood boards in varied natural and neutral colour schemes that include floor and wall tiles, wall coverings, furnishings, and carpets. We have deliberated and put together colour stories to cater to various tastes and requirements. We also plan to take the 'SIMONE' Fine Fabric collection international by participating at Maison et Objet, Paris 2016. This line includes a luxurious and exclusive line of fabrics.

Available at A01, Amarchand Mansion, 16 Madame Cama Road, Colaba, Mumbai 400001; Email: sales@simone.com; Website: simone.com, Contact +91-22-71117700



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Simone Arora, Designer,
Curator & Founder

