

NEW LOOKS



Clockwise, from Left The neutral themed dining area is complemented by chairs upholstered in leather, table with a bronze tinted toughened glass top, handcrafted suspended lighting fixture and exquisite serveware; The cabinet decorated with travel inspired curios was sourced from Europe; The expansive wood toned European kitchen is fitted with appliances from Siemens

HEARTH & SOUL

Simone Arora furnishes this Rustomjee Elements show apartment in Mumbai in a way that shows her off as a proficient designer and epitomises her brand's motto "Naturally Inspired"



Clockwise, from Top On entering, you first notice the combined living and dining rooms, with the green environs outside setting the tone for this tranquil apartment. The flooring, a constant throughout, has a natural matte wood finish; The living alcove extends out to this serene balcony, propped with chairs made of synthetic material woven on metal powder-coated frames and tall fibreglass vase; The leather upholstered chairs, lounge, metal coffee tables with matte lacquer finish and wool carpet keep the main seating area calm and composed. The lighting fixtures are handmade in glass and metal. All furniture was sourced from Simone... Naturally Inspired



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Three years ago, Simone Arora set up her eponymous store in South Mumbai, hoping to offer exclusive European furniture, fabrics and accessories that exemplify nature inspired luxurious living. Garnering steady clientele and never the kind to stay comfortable in one space, the EDIDA India Fabrics 2015 winner is ready to consider a new role – as an interior designer. She just completed her first project, a four bedroom show home at the upcoming Rustomjee Elements property in Juhu. What she approached as an investment for herself, was later seen as an extended opportunity – for the visibility for her brand in the suburbs, with a little help from Boman Irani and Percy Chowdhry of Rustomjee.

Simone chose a condo that opened out to a panoramic vista minus any grey “hardscapes”, allowing her to envision a “tranquil haven.” The best part is the balcony with openable windows; so the living area expands on to this zone. She also focused on making the boudoirs appear larger than they were. “I used the right amounts of colour, whether it was with paint or fabrics, and included statement pieces that were not too imposing,” elaborates Simone. The styling includes a coherent mix of contemporary furniture and accents all sourced from Simone... Naturally Inspired, which hearken back to heritage era. Yet it’s not too ornate or cluttered. “It’s clean like a canvas; comfortable and practical at the same time,” she adds. The apartment is available for sale, with everything she has included and curated with it. So the owner simply has to walk in and start living. ♦ **Sneha Ullal Goel**



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Clockwise, from Top The master bedroom in beige and highlights of dull gold: The plush carpet, table lamp, leather seater and artwork are all finds from Europe; The master bathroom is a still oasis with walls and floor clad in Italian marble; Placed atop a counter in the combined living and dining room, the table lamps and accents in raw textures and smooth silhouettes echo the universal nature theme. Photographs by Fabien Charuau courtesy Simone Arora

