

SIMONE

THE BRAND

It is one of India's finest luxury home decor stores that draws inspiration from nature and offers an extensive range of furniture and accent pieces.

THE ORIGIN

Established in 2014 by Simone Arora, designer, curator and founder.

THE PRODUCT

The image shows an assortment of textured furnishing fabrics in natural yarns and fibres, along with decorative coordinated wallpaper placed on a driftwood console. This entire stylish and artistic collection is manufactured in India, and matches international standards in quality. Enchantingly located within a landmark heritage building in South Mumbai, the store is within walking distance from international luxury brands. The store evokes a sense of exuberance and fine living and exposes the shopper to a world of beautiful home products. The store also showcases an array of innovative, bespoke and contemporary furniture concepts for all rooms and outdoor furniture. An exclusive store fragrance, music, ambient lighting and imaginative visual merchandising conveys new concepts and ideas.

MATERIAL Woven fabrics in natural fibres, cotton, chenille and velvet.

COLOUR Neutral and natural hues.

WEBSITE www.simone.com

CONTACT AI, Amarchand Mansion, 16 Madame Cama Road, Colaba, Mumbai; 022 71117700; sales@simone.com



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THE PRODUCT

With an extensively well-rounded range of curated merchandise, SIMONE offers an extensive range of home decor options that are creatively combined with breathtaking accessories and objet d'art. The featured living room collection includes a plush sofa, with cushions in natural and faux leather upholstery with driftwood, stainless steel and glass coffee tables. The store showcases an array of innovative, bespoke and contemporary furniture concepts for all rooms and outdoor furniture.

MATERIAL Natural fabrics, leather, faux fur, metal and wood.

COLOUR Shades of grey and lilac.

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Assisting the consumer with decor concepts that inspire ideas to aesthetically embellish their spaces, Simone has an extensive range of curated merchandise with distinctive designs which use sophisticated colours and have an understated elegance. On display is a range of vases and unique artefacts and accessories. A perfect blend of decorative and functional items, they are sure to an aura of elegance to any room. Enchantingly located within a landmark heritage building in South Mumbai, the store is surrounded by international luxury brands. The store evokes a sense of exuberance and fine living and exposes the shopper to a world of beautiful home products. An exclusive store fragrance, music, ambient lighting and imaginative visual merchandising conveys new concepts and ideas.

MATERIAL Upholstery, leather and linen.

COLOUR White and beige.

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SIMONE showcases an array of decorative tableware. The featured set of fine porcelain crockery has a delicate design and reflects the cultivated sense of taste showcased by the brand. Products from this unique range add a touch of elegance to your dining table and work perfectly as gifts, too. The brand's South Mumbai store also has a wide choice of crockery, cutlery, glassware and table accessories that are practical as well as decorative. The dinnerware is of an international quality and can be found in various materials, and categories like everyday use and formal dining. Their landmark South Mumbai store has an exclusive store fragrance, music, ambient lighting and imaginative visual merchandising—which conveys new concepts and ideas to visitors.

MATERIAL Fine porcelain, glass and driftwood.

COLOUR White and blue.

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THE PRODUCT

SIMONE epitomizes Nature Luxe, encompassing contemporary global styles. You can find unique products for your bedroom in a multitude of styles here. The store evokes a sense of exuberance and fine living and exposes the shopper to a world of beautiful home products. Their landmark South Mumbai store has an exclusive store fragrance, music, ambient lighting and imaginative visual merchandising—which conveys new concepts and ideas to visitors.

MATERIAL Upholstery, leather and linen.

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