



A place with panache

Design house Kaji, collaborated with premium interior décor brand apartment9, to offer Kolkata a world class interior décor store at Russel Street. Spread over an area of about 4000 sq. ft. the brand new store is a design concept in itself. Split into two areas, the store has been designed to present different ideas for setting up and decorating a home. This is done by showcasing the comprehensive range of home décor products like wallpaper, fabrics, furniture, lights and accessories in coordinated settings.

Each line of product from Kaji and apartment9 has been put together to fit the ambience of the store. Alongside the design collections, Kaji will also house lux home décor, tableware & accessories from reputed international brands. apartment9 would be launching top-end international design brands such as Andrew Martin UK Ltd with this store for urban Kolkata. Andrew Martin international Ltd is U.K.'s second largest privately owned design house with a presence in over 55 countries.

Speaking on the collaboration, Anuja Gupta, Co-Founder and Creative Director, Apartment9 said, "Our designs complement the tastes of the contemporary Kolkata customer. We create an eclectic mix of panache and understated luxury in our designs. Kaji is the perfect partner in our endeavour as we match each other in our global appeal and strong commitment to quality. This association is aimed at giving Kolkata a fresh new perspective in luxury interior décor and design."

Shrivant More, Co-founder and Creative Director, Kaji further shares, "We have received a fantastic response to our work through

the years. Today, standing at the helm of launching an interior & furniture store with Apartment 9, the aim is to sweep the people of Kolkata of their feet, as we did when we launched KAJI four years ago. We have a three phase kind of a model when it comes to this store of Kaji which includes, retail, distribution of various international brands whom we have tied up with and giving interior design service and consultancy on the basis of projects. Named as Apartment9 Kaji, the new store would appeal the customers once they have the first look of the front facade as it has been created reflecting a quirky feel having muted shades which blends naturally with varied themes be it industrial, gothic or art-deco."

While describing the architectural challenges which the owners have definitely translated into an opportunity, Shrivant states, "We were looking for a place with great height for almost two years and finally got this; it is centrally located having a courtyard's feel in a heritage building which has helped us in designing the space just like we wanted to. We have restored the old world charm and designed small segments of living room, bedroom and dining room so that one may





visualise how the merchandise would actually look like in a real home setting. The total decor has been executed by our in-house team and got completed within three months."

The second level of the store showcases a more vintage look with a dash of modernity. Shrivant shares further in this regard, "The look and feel of this level is more defined towards Andrew Martin and also Apartment9 who constantly helped us in designing the decor by sending their suggestions and designs. We have tried to bridge the gap between the ultra-modern and old-classic charm in the decor by bringing out a gothic and colonial experience for our customers."

The colours and forms have been juxtaposed interestingly throughout the space driven by the merchandise. The grey and the black texture is chosen for both the ground floor sections giving an industrial feel whereas the other level has got an eclectic-retro ambience. The gorgeous wall-paper that looks like the wall is dotted with antique photo-frames and a mini Harley-Davidson model draw attention to that area of the store. At the same time on the other wall in the similar floor, galvanised corrugated



sheets have been used which has help create areas of focussed highlights in the store.

Interesting props, like an antique bi-plane and a leather crafted horse, have been used to add drama visually in the store. The lighting arrangement has also been planned carefully to draw attention to the products and the settings. Shrivant shares, "The lighting in the showroom has been directed by the colours we have used in the whole set up. To retain the warmth of the place focussed lights have been utilised along with some chandeliers which are also part of the merchandise. As Kaji is a concept store our main idea is to feature the best of Apartment9's and Kaji's collections across bespoke furniture, upholstery and home décor products. This joint effort aspires addressing the overall needs of the client right from Interior design, furniture, upholstery and accessorizing up homes all under the same roof. After consolidating our brand in Kolkata we have plans to expand with Kaji in other metro cities like New Delhi and Mumbai in the near future", signs off Shrivant •

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