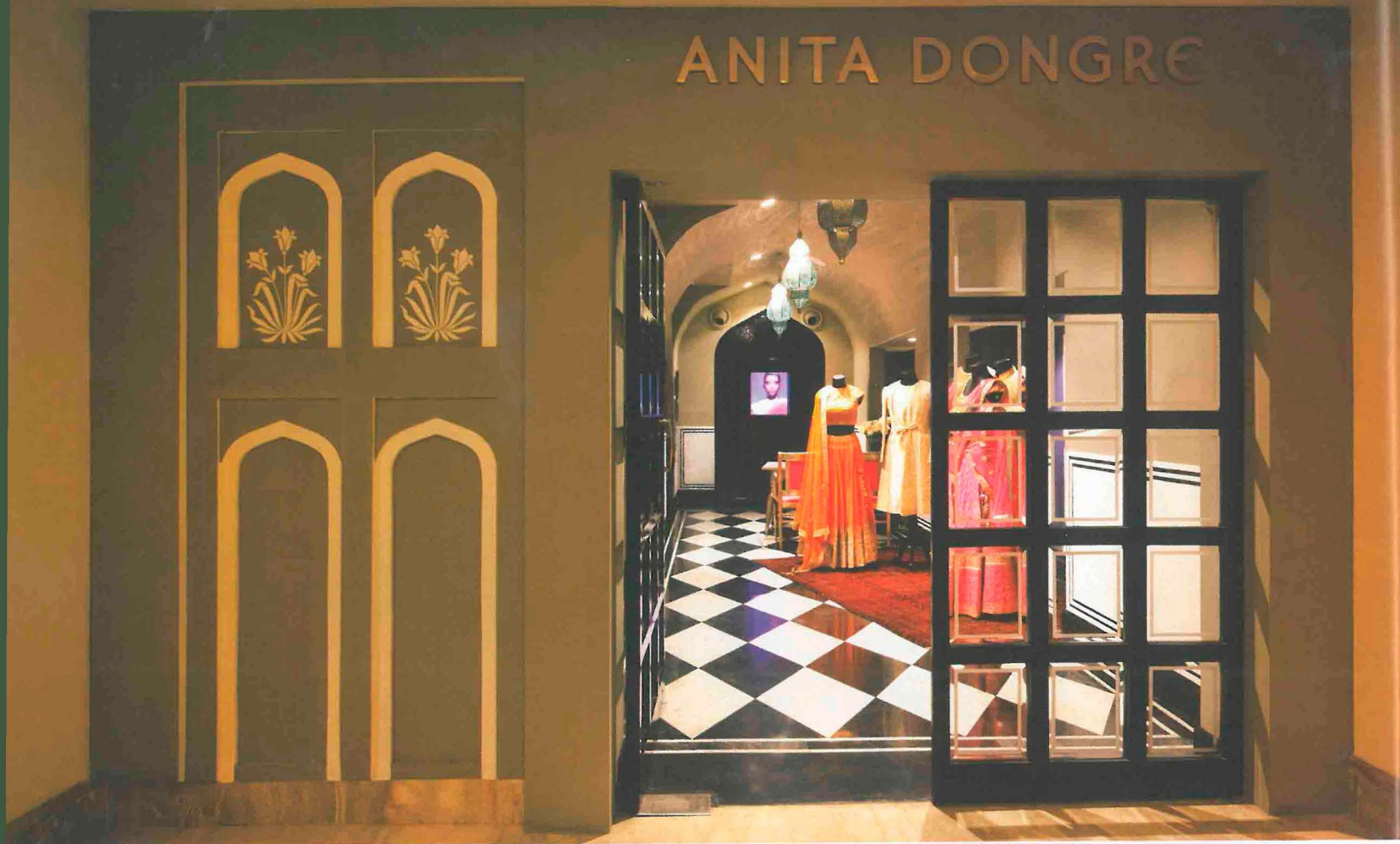


ANITA DONGRE



INDIAN DESIGN

Rajasthani Regalia

Anita Dongre, a globally recognised designer, prefers to be traditional with her design. She offers "accessible luxury" range to the modern day woman and man, with styles that seamlessly blend traditional aesthetic with contemporary elegance. Therefore, to present it, the designer has inaugurated a new flagship store in Delhi's DLF Emporio within the area of 3,000 sq. ft which depicts the royal Rajasthani Mughal era.

The luxurious store exudes the charm and vivacity of Rajasthan, and offers a unique selection of bridal, couture, prêt and bespoke jewellery, to the luxury connoisseur. Designed by Percy Kutar of 4.4 Design, the store gives a sheer grounded touch starting from the antique entrance gate made in chokat designs, to the earthy colours, dark lighting, artistic furniture and old styled black-white photo frames which create the Rajasthani ambience.

The store has been designed with a motive to showcase a new category of designer wear that is high impact, yet transcends occasions, in contemporary styles. Additionally, the store translates the 'accessible luxury' principle of the designer by offering individually-priced separates, giving every individual the opportunity to dress to the occasion.

Talking about the store concept, Anita Dongre shares, "The store concept is a natural extension of the fashion line. Elegant and sophisticated, without too much ornate detailing. Just like the fashion line, the underlying theme for the stores has been the rich heritage and intricate work seen in the palaces in Rajasthan, the vivid colours associated with the state, and blended with subtle modernity, so as not to

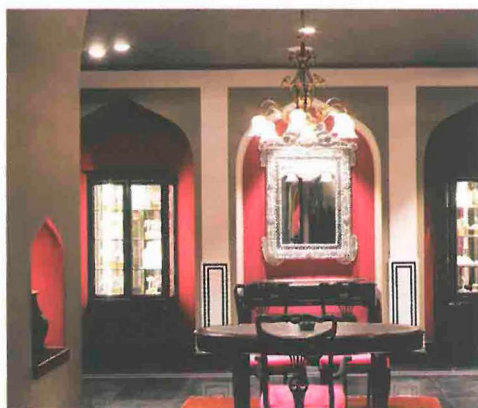
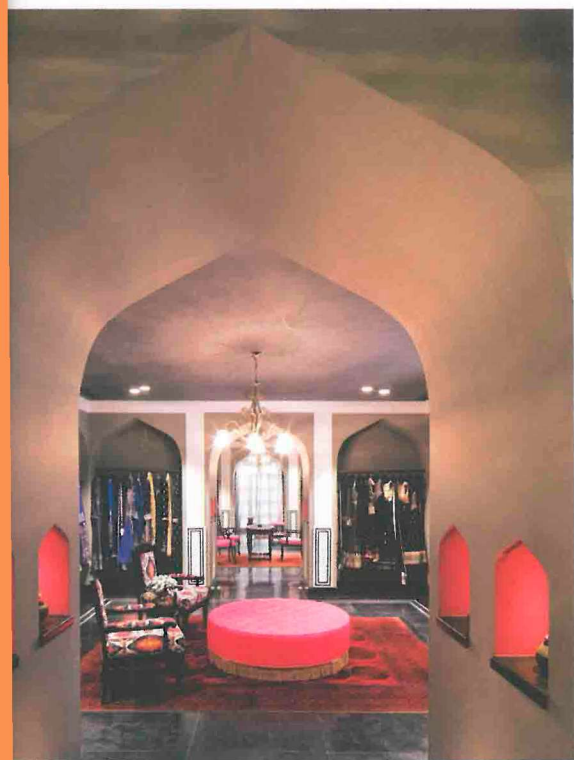
not make the space jarring and over the top".

To exude the real Rajasthani ambience, various trips were made to Jaipur and Udaipur and special artisans were engaged. The furniture has been kept in old wooden style, commissioned from Jaipur, while the thikri work and the bone inlay work chairs have been brought from Udaipur. The wall fabrics and the block print fabric have been sourced from Jaipur. For the Men's wear section, the old bazaars of Delhi were the destination to look for the adornment, and they acquired lithographs and books on Maharajas; actual photo prints from the days of the Raj have been framed -- offering a royal sophisticated feel to the section.

Anita adds: "I was completely involved in the planning of this store, and for me it was like designing my own house. The store at the Emporio is like an extension of my own house. It was months of arduous labour and hard work for us to bring this store to life."

The VM of the store has been very simple and elegant, and it is currently in resonance with Anita's new collection "India Modern" with shades of blue and inlay work, as seen at the Palladio Bar in Jaipur. To enhance the





consumer experience, a special signature room has been created, replete with accents of hot pink and blue, with an antique Rajasthani carved, silver jhula (swing) on which the bride can sit and make her selection of bridal wear in peace. It is a very tranquil space, which is calming and therapeutic.

Anita concludes, "We have received very positive feedback on the store and collection. In fact, some of the customers have called the store "an experience", having enjoyed the subtle charm and sophistication that the place exudes. Customers are happy to experience something they haven't seen before in Delhi". ●

Bhawana Anand

Design

Percy Kutar, 4.4 Design

