

SPECIAL ISSUE
THE MOST POWERFUL WOMEN

FORTUNE

INDIA

NOVEMBER 2015

A MODY
-FOUNDER,
B & PARTNERS



COVER PRICE Rs 150

THE
> P. 69 **50**
MOST
POWERFUL
WOMEN IN
BUSINESS

IN INDIA, THE U.S.,
AND THE REST
OF THE WORLD

The
POWER LIST
Ranked

SIMONE KHAN ARORA *Designed to Succeed*

TREASURING HER LOVE FOR DÉCOR AND BRIDGING THE GAP BETWEEN NATURE AND THE HOME, SIMONE KHAN ARORA INTRODUCES CONTEMPORARY ELEGANCE THROUGH HER INTERIOR CONCEPTS STORE, SIMONE, EVEN AS SHE CARVES OUT A NICHE FOR HERSELF IN THE LUXURY LIFESTYLE BUSINESS.



Born into a family that is closely associated with creative art forms, Simone Khan Arora always knew that her love for design and colours would find room in her life and career at some point. Right through childhood, Simone had absorbed the grandeur of the sets of the films that her father Sanjay Khan made and had observed how artfully her mother Zarine crafted the interiors of homes. Today, Simone's distinctive design sensibilities have found a tangible identity in SIMONE, her luxury home boutique store.

Passion for Panache

Knowing that acting was not her forte, given her family's contribution to Indian cinema, Simone chose to create drama instead through design. At the age of 21, she joined her husband Ajay Arora's garments business as its creative head. When her mother pointed out that the market for furnishings was promising, the couple embarked on a journey to build the luxury brand D'Décor, which is now the world's largest producer of curtain and upholstery fabrics. It was her travels during this period to understand global trends and how the industry functioned that formed the learning curve for Simone.

When the opportunity to test her flair for décor presented itself in the form of her dream home, Amore, she made the

conscious decision to design it herself. Carefully handpicking every object that the house needed and experimenting with ideas, she set up this stylish six-storeyed bungalow. As praise for her creativity at Amore poured in, she realised that the time had come to establish her individuality in the industry, thus paving the path for her signature store, SIMONE.

Labour of Love

Through SIMONE, she promotes 'nature luxe'—a concept that elegantly fuses elements and textures of nature with the luxurious comfort of a home. The 8,000-square-foot store's sophisticated creations in a natural palette of colours comprise a globally sourced selection of furniture, fabrics, tableware, glassware, artefacts, bed and bath linen, lighting solutions, wall art, and more.

"I can now confidently say that designing and curating interior spaces comes to me naturally. It feels effortless, because I'm passionate about it. With every success, I feel inspired to reach greater heights and want to make a larger impact," Simone says. Easily among the country's most powerful women in the luxury lifestyle business today, Simone's success is a reflection of her aesthetic prowess and a result of her vision to create a beautiful world.



SPECIAL ADVERTISING FEATURE



SIMONE

NATURALLY INSPIRED

+91 22 7111 7700

AO1, Amerchand Mansion, 16 Madame
Cama Road, Colaba, Mumbai 400 001, India
sales@simone.com | www.simone.com

Fine Fabrics | Furniture | Artefacts

Tuesday to Sunday: 11am - 8pm

