

ARCHITECTURAL DIGEST

₹200 MARCH-APRIL 2019
THE MOST BEAUTIFUL HOMES IN THE WORLD

INDIA

AD



The Alibag Issue

BEAUTIFUL PEOPLE DOING BEAUTIFUL THINGS
IN THE HAMPTONS OF MUMBAI



AD100

THE MOST INFLUENTIAL
ARCHITECTS AND
INTERIOR DESIGNERS IN
THE SUBCONTINENT



TEXT: DIVYA NISHRA

LEVEL UP

Located in Colaba's historic Amerchand Mansion, Simone adds one more level to its flagship store to showcase its growing range of fabrics and soft furnishings

It has been almost five years since Simone Arora's eponymous home decor store first opened its doors. During this span, aside from showcasing the designer's signature 'nature-luxe' aesthetic, it streamlined its original name, and has now expanded its offering, both literally and metaphorically. "The floor above our existing ground- and first-floor premises at Amerchand Mansion became available in April 2017," says Arora. She had been looking for a larger space to house the growing range of fabrics from D'Decor (where she is creative director), and the timing could not have been more serendipitous. She acquired the property soon after, and the restoration began in March 2018.

The building, located on Madame Cama Road in Colaba, is a heritage property, now more than 100 years old, and Arora decided that, for the new floor, she would retain its historical charm. As with before the store launch, she got conservation architect Vikas Dilawari on board to restore the external facade and supervise the internal structural work. "As the lower two levels were more contemporary in style, I decided to go with an old-world look on the new floor," she says. With trellised balconies on the exterior of the Indo-Saracenic-style building and wooden doors and windows, the high-ceilinged space now also has a floor that features a "Parisian contemporary" aesthetic, as Arora describes it.

The new level adds 3,300 square feet to the store's original 8,000, and houses a specially curated range of home furnishing fabrics, displayed in specific sections delineated by colour scheme. Arora's experience at D'Decor (where she has worked for over two decades now) and her understanding of fabric are evident here. Where it would ordinarily be easy to be overwhelmed by the variety and range of options available—jacquards, printed fabrics in chenille, linen, velvet, suede and leatherite—here, Arora has grouped products into neat sections with thoughtful catalogues to help customers choose better. Each section brings together fabrics, bed and bath linen, carpets, decorative artefacts and furniture (designed by Arora's sister Sussanne Khan of The Charcoal Project) that makes it seem less like a store, and more like you have stepped into a very well-curated home.

The entire process—from refurbishing the interiors to planning the inventory—was completed in nine quick months, and Arora is clearly pleased with the result. "It has been a tedious, yet fulfilling journey," she says, about the challenges that came with readying this space. The new floor, now a quietly luxurious space, softly lit by crystal chandeliers, and outfitted with period furniture that offsets the extensive range of fabrics, stands testament to that passion—and a little bit of luck. ♦

A TOAST TO SIMONE

At the Sunday brunch hosted by AD in collaboration with Simone Arora, at the latter's Amarchand Mansion store, Mumbai's design cognoscenti raised a glass to the designer's extended space and newest line of fabrics

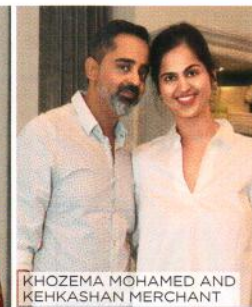




THE NEW EXTENSION OF THE SIMONE STORE



RENU CHAINANI GARWARE



KHOZEMA MOHAMED AND KEHKASHAN MERCHANT



ANNKUR KHOSLA



POOJA AND AMEY DAHANUKAR



DARSHINI SHAH



EKTA PAREKH, APOORVA SHROFF



MADHURA PHADNIS



CORMAC LYNCH



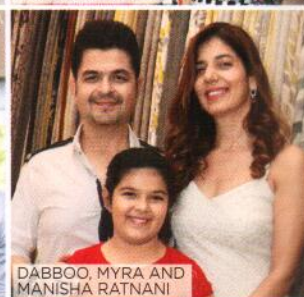
LAILA AND FARHAN FURNITUREWALA



HUZEFA RANGWALA, SARAH SHAM, NISHITA KAMDAR



SAM MANECKSHAW



DABBOO, MYRA AND MANISHA RATNANI



QUEENIE SINGH, SIMONE ARORA



FARZEEN ADENWALA, ABHI LULLA



SANJAY PURI



PAULINE DE MUIZON, VIDISHA NORONHA



KISHOR, KARYNA AND KINTU BAJAJ, KRESHA ZAVERI, KRYSH BAJAJ



MALAVIKA SANGGHVI



MANSI PODDAR, GREG FOSTER



HARSHA KILACHAND