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TRADEFAIR SPECIAL: DELHI

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“My company is an extension of me, so when I designed my stores I wanted people to feel that they were in my home.”

Tory Burch,

Founder & Creative Director, Tory Burch



GAURANG, NEW DELHI

the works interiors, new delhi
lead designer: des. devika khosla



Design brief and aim

To design a retail store that re-establishes weaving.

How this was accomplished

Hand-woven textiles have always been part of Indian tradition; however, the heritage of the handloom sector suffered drastically with the introduction of power looms. As India's fashion industry moved towards cheaper machine-powered textiles, weavers found themselves unemployed. Gaurang Shah, an heirloom revivalist and founder of the luxe fashion

brand Gaurang, wanted a retail store that re-establishes hand-woven pieces in mainstream fashion and offers employment opportunities to weavers.

The client and the designer knew the importance of a minimal environment in the designer's design ideology and work, so they manifested a modern expression with traditional materials and craftsmanship. The team invested in heirloom pieces picked from vintage stores and reused and refurbished them in the new store, thus focusing on their design intent in sustainability.



The 2000 sq. ft. store has an open-plan layout broken down into smaller sections, using modular display units and furniture placements that promote a free flow of vision and movement. The design vocabulary significantly borrows from the brand's identity. The firm also uses eco-friendly techniques reusing vintage furniture and reclaimed wood. It also promotes local artisans and their crafts. The muted design palette uses warm wooden floors, wooden furniture, and white ceilings. Wooden logs with mounted spotlights illuminate the space and add charm to the ceiling.

At the entry, a set of pre-owned heirloom furniture welcomes patrons into a cozy personal setting designed for smaller groups. Hand-painted walls with kalamkari artwork are set against seating clusters allowing the buyers to choose textiles in comfort and privacy. Kalamkari artists, who specialize in a traditional style of hand-painting on textile, were flown in from South India to paint the walls with marker pens with portrayals of the natural habitat including forests, animals, birds, and scenes of the Mahabharata. This adds to the experience of Indian traditions, tales, and craft.

photography :: amit mehra



Channeling sustainable design and Indian culture, furniture refurbished from heirloom pieces such as wooden charpais refurbished with reflective mirrors function as center tables in the waiting area. Another set is made by upcycling the wheels of a cycle as the legs of a table. The mirrors are intricately carved with traditional-inspired floral designs in the wooden frames, and the wall-mounted clothes display fixtures have a vintage finish.



To highlight the range of fabrics in the interiors, the main door and the store's collapsible partitions display heritage fabric pieces sandwiched between glass panels. These showcase the cultural and historical context, hand-woven FabIndia rugs in vibrant Indian colors and contemporary designs bring the layout together with furniture sourced from Adhbuta and reused in the new store.

