

# BRAND NEWS

Exciting new releases, store launches and the coolest finds in furniture, lighting and home appliances – peruse our curated selection of what you need to look out for this season

PRODUCED BY NISHITA FIJI



It's not a sofa  
It's a concept

## 5 MINUTES WITH

BRIAN HEDELUND NIELSEN & NAVIN KHANNA

*Global Director of Retail Development and Director New Delhi, BoConcept, tell us about their company's design plans for the year*



With the Danish homeware company's store launch in New Delhi, Brian and Navin reveal how they are set to service the Indian market's needs

**Brand philosophy** NK: "It stands for modern design. This year we are giving the products two directions: Metropolitan, which reflects metallic and gold hues, and signifies city life, and the Northern Isle with Scandinavian designs in deep colours."

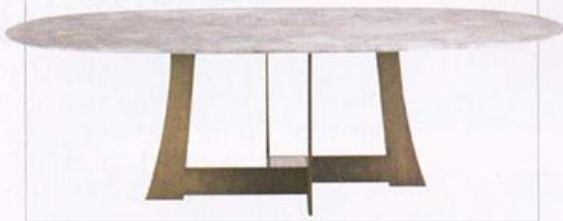
**Delhi launch** BHN: "India is vibrant and our marketing team is trying to understand the preferences of people and provide them with ideal products. However, we always keep the basic DNA of the brand intact."

Website: [www.boconcept.com](http://www.boconcept.com)

## WINE & DINE

The concept of a special zone in your home dedicated to meals may have started to grow unpopular, but now is a good time to retrieve it. Paying homage to the tradition of dining rooms, Moore range by i4 Mariani designed by Umberto Asnago, consists of both round and oval tables with marble, walnut wood or smoked glass tops and a steel base.

Website: [www.i4mariani.com](http://www.i4mariani.com)



## WOODEN WONDER

Nothing keeps you grounded like earthy tones. Mikasa's latest offerings in the Pristine collection present an array of timeless oak floorings that capture the rich colours and textures of nature.

Available at: Greenlam Industries Ltd, 1501/1505, Narain Manzil, 23 Barakhamba Rd, New Delhi 01. Tel: (011) 42791399

**HASTENS** "All our beds are made of natural materials. There are no chemical based constituents. The main components are horse hair, cotton and wool to form a special medium, Scandinavian pine wood for the bed frames... and flax." – Ludovic Létrillart, Regional Director, Hastens on using only organic substances in their products

Website: [www.hastens.com/en](http://www.hastens.com/en)