

DESIGN

MATRIX

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- Kolenik Eco Chic Design, The Netherlands
- Santosh Thole & Associates, Aurangabad
- Ashish Pancholi Architects, Mumbai & more...

In conversation with Ar. Neilesh & Bhavya

Like it or may not like it as liking is relative, but one thing is for sure that you cannot ignore our work, as it is powerful, dynamic and done with a lot of conviction.



ELEGANTLY SIMPLISTIC

Livinstyl INC, Jaipur; is an interior firm headed by **Ashish** and **Shruti Biyani**, who began their full - fledged practice, some seven years ago. Today, they are known as an established entity for creating elegance, focussing on quality design and client satisfaction.

Photo credits: Kailash Kumawat



Ashish & Shruti Biyani

When one enters a retail jewellery shop, one expects elegance. A retail design must draw upon the business goals, vision statement and brand identity and any designer behind such projects need to focus on the unique characteristics of the jewellery collection for its target market. A luxurious and beautiful retail jewellery shop, designed by the

Biyani for M B sons (J), Jaipur speaks about a theme that is simple, chic and rich, yet enhancing the focus on the product, while not compromising with the ambience.

M B sons (J) are a prestigious and renowned name in jewellery making in India. The client Kailash Soni wanted a showroom with a colour scheme of blue, white and gold, as they use the same colour format for their entire



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3

branding. This 800 sq ft showroom was to be finished in a tight timeline and the client wanted a simple design. The client kept his showroom open during the day and without affecting the business hours, the designers carried out the transformation work in the night and this was one of the biggest challenges that the twosome encountered, while working on this showroom. Explaining further, Ashish adds, "We put temporary wallpapers, decorative lights, daily in the morning and removed everything in the night and the same process followed for the entire execution period."

The designers strived to create a different feel from what one see in regular jewellery showrooms. A few pieces were displayed as highlights in the main showroom display area to avoid cluttered look. "With a wide choice of materials ranging from white sandblasted Vietnam marbles for wall cladding; the brass panels, Corian, crystal chandeliers and Blue Velvet quilting accentuates the display unit; all creates an overall sense of luxury. It was an accepted challenge that we accomplished. The result was a spectacular, elegant jewellery showroom, designed following the

Vaastu, adds Shruti."

Know the designers

Ashish and Shruti believe that learning is a continuous process that improves every moment for the best services offered to the clients. They add and cherish a lifelong relationship with their esteemed clients with every completed project. Their motto is to provide best working or living environment, which positively reflects on the daily lives of their clients. ☺

www.livinstyl.com

- 1 Exterior façade divided into three parts: Centre door entrance, display window and a vertical LED screen to play their branding videos.
- 2 Exterior single display window with blue velvet quilting, creates a seamless finish.
- 3 Ganpati Statue with brass designer jali backdrop with blue lights that symbolises water, according to Vaastu compliances.
- 4 Maximum space utilization and customer seating.



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Photo credits: Kallash Kumawat



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