



Drey bed



Twist sofa



Bolus armchair



Quad sofa



Trumpet chair



Yagachi diwan



Karishma Bajaj

SCAPES FOCUS

A CONTEMPORARY CHARACTER

Celebrating 13 successful years of creativity, Red Blue & Yellow unveil 13 designs from their new collection that embody the essence of their lines

One of India's most elite furniture purveyors Red, Blue & Yellow has just turned 13 - and to celebrate this organisational milestone the RBY team has decided to preview 13 designs from their new collection. Since the year 2000, RBY has continued to inspire interiors with true contemporary design and innovative decor. The company has adhered to their philosophy of keeping India on the design map. Through the preview of these 13 new and exciting designs RBY aims to glorify the essence of their lines, simultaneously glorifying the design philosophy of the three partners Karishma Bajaj, Asim Merchant and Paul Rodrigues.

RBY incorporates a diverse variety of sizes, modules and fabrics in their products. Their products are a complex amalgamation of expert craftsmanship and superior quality raw materials. They continue to remain one of the few manufacturers that use seasoned Burma teak wood and other fine varieties such as Ash and Oak in their products. RBY believes furniture must gently merge with the environment but yet make a statement with its individuality. This is the idea being emphasised in the

new collection. The new collection boasts an ergonomic and organic theme which aims to promote character and evoke the essence of Indian design and decor. The use of nature emits a contemporary feel.

These products are intended to beautify decor in any surrounding whether it may be indoors or outdoors. They are exuberant in human touch and are the result of two years of intense thought and study. The new collection comprises 40 pieces which include beds, sofas, chairs, tables and other breath-taking pieces. Behind every product is its striking character which contributes to its uniqueness.

The RBY store was launched in 2000 by the young trio who wanted to promote their singular passion for furniture, decor and interior design in general. They aimed to fill the lacuna of contemporary Indian design in the country. Design being the primary perspective of their minds, they had to make it the foundation of manufacturing and retail thereby establishing the company. Today, each product that bears their name is a speaking example of their creativity, versatility and aesthetic elegance. 