



Red, Blue & Yellow, Mumbai

Age is just a number and this holds true for Mumbai-based **Red, Blue & Yellow** store, which recently turned 13 but still continues to create fine designs for discerning customers. As part of 13th anniversary celebrations, they not only introduced a spanking new collection but also rejigged the interiors.

Red, Blue & Yellow (RBY) was started by designers **Karishma Bajaj**, **Asim Merchant** and **Paul Rodrigues** 13 years ago with an aim to design modern and contemporary furniture exuding timeless charm. Like their collections, the trio has adopted their innovative and modern design sensibilities while designing the store interiors too. The store is spread across 7,000 sq. ft. area and utilizes space without seeming overtly cluttered. They have also created mezzanine levels, one facing the entrance while another at the rear end, as additional display space. Adding class to the subtle colour palette and light grey situ flooring is the stunning track light fixtures across the store. The highlight piece is the series of hanging lights near the entrance, lending elegance to the water body below.

Their new collection is made up of over 40 pieces comprising beds, sofas, dining tables, coffee tables, among others. The Collection 2014 from RBY has an organic and sculptural theme involving an exploration of materials and finishes. A far-cry from the usual boxy, straight-lined pieces or overtly ornate, loud impractical designs, this collection addresses the future of classicism i.e. practical style oriented towards timeless modernism and organic principles similar to art nouveau. All this while keeping in mind the functional use of furniture.



The Leaf Chair is a sculptural leaf chaise displaying branches and veins of a leaf in an ergonomic shape with a contemporary twist. Carved out of solid timber, the design is comfortable and can fit any setting. Similarly, The Drey derives its inimitable form from the simple yet creative design of a nest. This piece invokes a theatrical experience both from the inside and outside due to its compounded lines that create a functional and dramatic form.

Besides furniture, the store also houses beautiful, contemporary lights fixtures ranging from pendant lamps, table lamps, floor lamps and modern chandeliers.

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