

Stop if you see Red...

WHAT

Red Blue & Yellow, a lifestyle store

WHERE

President House, Wodehouse Road, Colaba



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...Blue & Yellow, the new lifestyle store

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YOU'RE enchanted. And you haven't even stepped into Red Blue & Yellow yet.

The glass façade of this lifestyle store at Colaba gives you a glimpse of the furniture inside. Already you suspect that the buzzwords here will be 'clean lines' and 'elegance' — not 'garish' like so many other stores that stock furniture. Then the 'Red Blue & Yellow' sign on the wall distracts you — it is a collection of three building blocks in these primary colours.

Inside, our first impression is strengthened. We discover that the name is just about all that's red, yellow or blue here. From the cane matting that covers the floor to the sofas, chairs and the bed, earth colours rule. A three-seater white cushioned sofa beckons. We give in to temptation. It's plush. It has you hankering for a television set, popcorn and a cup of coffee. You never intended to buy anything, but already you're asking the price. And planning how you're going to work that Rs 23,800 into your budget.

There are other sofas with matching single-seaters — largely similar in design but upholstered differently — that are available for

Rs 37,400 upwards, besides centre-tables that cost between Rs 5,000 and Rs 20,000. Dining tables cost upwards of Rs 12,000. The chairs, like everything else at RB&Y, are ergonomic and minimalistic in design, ranging from Rs 4,200 to Rs 7,000. Accessories from Fineri are also showcased here, but it's the few paintings that grace the walls that fascinate. Some are sourced from students of the Sir JJ School of Art, while other stark canvasses are unsigned. A nude in beige and brown (Rs 8,000) is added to the shopping cart in my head.

These works, we learn, can also be credited to the store's three young designers — Karishma Bajaj, Paul Rodrigues and Asim Merchant — who have conceptualised Red Blue & Yellow and carefully craft each piece of furniture. The trio describe their designs as 'no-nonsense, functional stuff'. "This is really Indian contemporary furniture," adds Asim, "that's designed keeping Indian aesthetics in mind." "RB & Y opened in March this year, with the backing of Satish and Suresh Chandnani," says Karishma. Paul confesses that the nude was his handiwork.

They're an enthusiastic bunch, with lots of talent. RB & Y has been open five months and it already has 'regular clients'. A look around the store, more than anything we say, will show you why.



PLUSH: Sofa (Rs 23,800), table (Rs 18,000) and ashtray (Rs 1,500) at Red Blue & Yellow