



ELLE portfolio

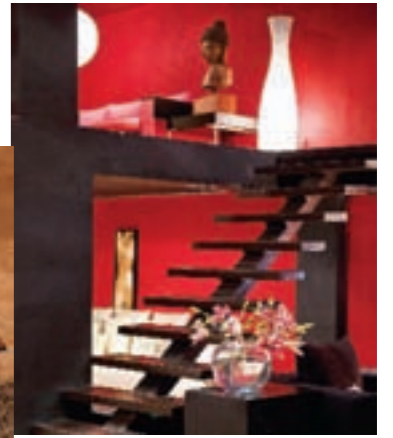
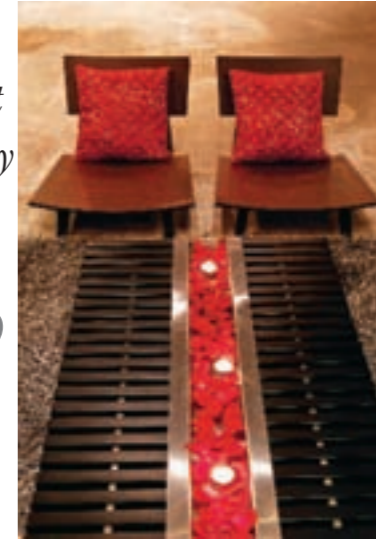
We've never been a part of the rat race. We've always stayed away from that.

ASIM MERCHANT



“We don't tell a client that they HAVE TO buy any particular piece. If they LIKE it, they'll always come back for it”

KARISHMA BAJAJ



DESIGN MATTERS: RED BLUE & YELLOW

Karishma Bajaj, Paul Rodrigues and Asim Merchant – the ENTHUSIASTIC team behind Mumbai's ICONIC decor store talks shop

By CHINMAYEE MANJUNATH

*i*t does sound a bit far-fetched when Asim Merchant says, “We're very similar people, with the same values and design sensibilities. If you ask each one of us a question separately, you'll get the same answer.” But looking at the contemporary furniture at Red Blue & Yellow – at the store's uncluttered, composed vibe and how different pieces come together seamlessly, it makes sense.

The team – friends, who had worked together for a bit – decided to open the store 10 years ago, they knew they were taking a huge risk. “We didn't think it would become the destination it has. Actually, I didn't even think it would last this long,” says Karishma Bajaj, who oversees production at the factory; Asim and Paul Rodrigues work on the design. Their USP, the team says, is that their pieces are original, affordable and easily customised. “We don't scare customers away with prices or a snooty attitude,” says Paul. “Red Blue & Yellow is very approachable. Plus, we pay attention to the smallest of details, so people who understand design appreciate that. Even those who don't can tell that our quality is a lot better than anywhere else.”

Over the years, Karishma says, the nature of the customer has changed – “people are a lot more open-minded towards mixing pieces up, and being experimental.” Put differently, a lot more people are embracing what Red Blue & Yellow has stood for all along – modern, clean furniture that can be adapted to suit any home and any design philosophy. ■



“I don't do SIMPLE designs. They're BORING. The joy of design is in the DETAILS”

PAUL RODRIGUES



Photographer KARTIKEY SHIVA



On Karishma: Clothes Courtesy Zara, Mumbai. Inquiries: (022) 43473850.
On Asim: Blue linen jacket, by Armani Collezioni, from The Collective, Mumbai. Inquiries: (022) 43438888
On Paul: Waistcoat, by Armani Collezioni, from The Collective, Mumbai. Inquiries: (022) 43438888



Don't be afraid to mix it up – a house shouldn't be furnished completely from just one place

ASIM MERCHANT



MAKE-UP ARTIST SONAM CHANDNA;
ART EDITOR MITIKA VED; JUNIOR FASHION EDITOR KARUNA LAUNGANI

