



## “THE WORLD IS READY FOR INDIAN BRANDS”

### Please tell us about the brand.

We offer high-end, luxurious interiors solutions. Established in 1988, we are driven by the desire of morphing dreams into reality through the multiple capabilities of home and office décor execution, which are rich and stylish. From designing of premises, manufacturing of high-end designer furniture to turnkey projects of high-end homes, offices and hotels, we have done it all.

### Tell us about the people behind La Sorogeeeka.

Apart from me and Kamal, we have an in-house unit dedicated to stone works, metal works, fabric department, soft furnishings and glass works. Our team also includes 25 professionals, 10 supervisors, 800 craftsmen and a panel of architects and interior designers, which also includes some of the top national and international consultants. At a given time, La Sorogeeeka is capable of handling 150 to 200 projects.

### Please tell us about the key services provided by the firm.

We provide complete design solutions ranging from wall effects to furniture, to lighting and soft furnishings. The in-house design centre takes care of identifying materials which are unique and never used before to offer exquisite and premium range of self-designed and manufactured high-end furniture, that bless the interiors with a distinguished look.



The decade-old La Sorogeeeka has come to be known as one of the top high-end interiors solution provider in the country. **Anjali Goel, CEO & Director, La Sorogeeeka, in conversation with Manjushree Naik**

La Sorogeeeka specialises in customisation of the entire home décor. This would entail apart from furniture to wall effects, flooring, accessories, lighting, art objects and soft furnishings designed as per the theme and requirements of the customer. The minimum area has to be 2,200 sq ft to enable a complete look.

### You seem to emphasise on supply of high-end design solutions. Give us details.

We believe that each space has its own vibrance, emanating from perfect coordination of its constituent elements, be it the walls, the floors and the lighting that create an overall ambience. Therefore, a complete look with even the details of lighting, the right flower in the vase to even the rugs, play an important role in the décor of a place. Our high-end design solutions combine the best of furniture designs, materials and stones, different kind of veneers and then special finishes that go into making a luxury furniture piece.

For us, designing the interiors and the furniture go hand in hand. Ceilings and wall spaces get as much attention where colour palettes are drawn and at the same time window designing is done with unusual methods.

### What is your nature of operation? Do you go for tie-ups with developers and architects / interior designers?

We have been regularly working for and with developers





but independent of each other. There have been no formal tie-ups as such.

**What is the contribution of your panel of architects and interior designers in providing the services?**

Senior designers and architects are employed to provide the knowledge base and work together like a team to create magical interiors.

**How are practising architects and interior designers likely to benefit by La Sorogeeeka's services?**

We have a huge manufacturing facility at Noida. The unit is spread across one lakh sq ft and hence gives us an edge to do quality work not only for our clients but for other designers as well. With our special departments like wall effects, soft furnishings, lighting, rugs and even the art division, interior designers and architects will find all their interior

décor needs at one single place.

**Which are the countries in which you are operating?**

We work across the globe. We are also going to open a store in Dubai shortly. Some of our projects abroad are thus:

- ▲ An Indian restaurant in San Francisco
- ▲ A private villa overlooking the golf course for Adani Group at Dubai
- ▲ A high-end residence at Pennsylvania for the only Indian banker in the USA.

Our upcoming projects:

- ▲ Villas at emirate hills overlooking the golf course
- ▲ A Russian mansion at Dubai
- ▲ Villas for royal families at Dubai

**What kind of presence do you have in India?**

We have our showrooms in Delhi (Okhla) and Noida. We have opened Asia's largest integrated design & interior centre at Noida, spread across three acres of land. The integrated centre has a manufacturing facility sprawling over one lakh sq ft, equipped with state-of-the-art plant automation of international standards.

**What are your future plans for India?**

Currently our projects are sprawled across the country, from north to south (Amritsar - Chennai) and east to west (Assam - Mumbai). We are now looking forward to opening stores at cities like Mumbai and Bangalore.

**Do you think India has a considerable market for high-end design solutions?**





Indians are known as connoisseurs of luxury. They have always known how to live the best. Concept selling of interiors, conceptualised according to an individual need is the next big thing in interiors. We think that not only the Indian market has the potential for this but international customers will also line up to buy Indian luxury in interiors and appreciate it too. India has the best of craftsmen, silver-smiths and technology to combine and with young Indians making it big in every field; we think our concept has many takers.

**Give us details on how do you go about customising the solutions as per the tastes of the clients.**

Customers today are well aware of the look they want for their homes and about what they wish to achieve with a particular style of furniture. But many a times they are impressed with what they see on television or in a magazine but cannot discriminate between what styles will really suit their home. With La Sorogeeeka providing that proper guidance to arrive at a decision creating a perfect theme for interiors; a customer can feel like the king. We also feel that creating and providing a theme to one's interiors, gives it a distinct look and individual style, which is always refreshing to look at. Depending on the taste and style the theme can be Persian, European, Mediterranean or purely classical.

**What about concept-wise solutions?**

Creating theme rooms / conceptual living solutions is for those who want to step out of the ordinary into an extraordinary world. When an individual is ready to experiment and create his own individual style statement is when interiors create a thematic design for that bold style statement. After all, a home is reflection of one's style.

Our theme designs reflect an individual's style statement and are an extension of his personality in interiors. La Sorogeeeka is equipped to give a distinct look to any interior space.

**Please tell us about the overall market growth in the segment in India?**

The Indian consumer today is ready to spend more on big-ticket items says a recent survey across the country. According to a recent report by The Knowledge Company, an initiative of KSA Technopak, India has more consumers for luxury goods than the added population of several countries. Luxury has been part and parcel of Indian life. The only difference today is that the Indian consumer is more aware than ever before.

The survey indicates there are about two million households in India earning around Rs 50 lakh per year who spend about 15 to 20 percent of their income on luxury items. This number is likely to increase to three million by 2010.

**What kind of growth are you envisaging this fiscal?**

The focus is on growth by venturing into commercial projects like hotels and multi-storied complexes.

**How are you planning to tap this potential?**

Looking at the country's development and demand for high quality interiors, La Sorogeeeka wants to extend its expertise into all where design is concerned.

**What are your global plans?**

The world is ready for Indian luxury brands and La Sorogeeeka intends to showcase India at its very best world over. ▲