

INDIA GoodHomes

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GOOD DESIGN CHANGES EVERYTHING

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GoodHomes
AWARDS 2019
The Winners
Revealed

25
Ways to
Celebrate
Christmas

Meet
the New
Custodians
of Luxury

AT WORK
WITH
Akshat Bhatt
Amit Aurora
Asim Merchant
Jay Khanna
Rahul Bansal
Rahul Mistri
Sidhartha Talwar

11th
Anniversary
Special

STILL
TRENDING

Bold Abstracts
Contemporary Cottage
Hygge Escapes

THE NEW MERCHANTS OF LUXURY

The definition of luxury as we know it is changing. A look at people and brands who are instrumental in driving this shift

FEATURE SEEMA SREEDHARAN



BESPOKE DESIGN

Within by Sonal & Bobbi Tuli

"The essence of luxury is in originality, timelessness, craft and fine details. It is not about what you do but how you do it," says Bobbi Tuli. And this is exactly what Within is all about. Within applies itself to creating bespoke interiors, from bare walls down to the last accessory with intricate detailing. The brand conscientiously works with new materials and techniques to develop a visual language that is a solid statement of opulence, finesse and beauty. "The focus in luxury is shifting from things towards experiences. It is not just that thing we buy, we look forward to the experience that comes along with it."