

A
MY WORLD
PRESENTATION

HomeTown

DECEMBER 2010 ISSUE 2

Ab ghar banana kitna aasaan!

RENEW YOUR
HOME
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FOR A FAB LOOK THIS NEW YEAR!

CELEB FAVES

Emraan Hashmi, Divya Dutta & others

REVEAL THEIR DECOR MUST-HAVES



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HomeTown gift
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3,000
Contest Details
in My World
December
Issue!

PLUS

THE ULTIMATE GIFT GUIDE

26

DAZZLING GIFT IDEAS



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RING IN THE NEW!

Every good thing should begin from your home. So while we enter into the New Year, revamp your home for the festive season! After all it's the season to indulge, so give in to change with our December issue!

Looking for the perfect gift? We searched HomeTown for the season's best finds and here's the cracking gift guide for the newly-weds or a house-warming party you may have to attend! Why not take a cue from Tanushree Dutta or Emraan Hashmi and others gearing up with their décor shopping list for the month!

This month's 'revamp feature' shines the spotlight on purple and offers advice on how to pick lighter shades of violet, darkened mauve and raisin tones. The 'accessorise' tips that follow are by far our favourite of all the trend stories within the December issue; candle stands and vases to cushions and mirrors – you have a multitude of trendy options to bag! Take a cue from HomeTown's expert and glam up!

Compliments of the Season!

Team. My World

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HomeTown[®]
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hot picks



1
Terrain Wooden Range,
Offer Price ` 1,595 onwards



2
Scented Candles,
Offer Price ` 169
onwards

Silver Vases,
Offer Price
` 840 onwards



3

art of gifting!



4

Bianca Votives,
Offer Price
` 300 onwards

5

Modern Collage
Frames, Offer Price
` 3,450 onwards



It's the season of marriages and the New Year festivities make for a perfect close to the gaiety. Whether you're looking for the right bedset for newly weds, the ideal gift for a friend's house-warming party or a Christmas Eve or New Year present for the party host, HomeTown presents the trendiest, hottest, easy gifting ideas for the season ahead!

6

Zenzi Recliner,
Offer Price ` 14,999



YOUR GIFT ESSENTIALS

- ✓ Wooden Curios
- ✓ Scented Candles
- ✓ Silver Vases
- ✓ Glass Votives
- ✓ Photoframes
- ✓ Recliner
- ✓ Sofa Set
- ✓ Side Table
- ✓ Leaf Platters
- ✓ Buddha Frame
- ✓ Bedset
- ✓ Festive Cushions
- ✓ Vases

7

Montana Lounger,
Offer Price ` 37,999



8

Sage Side Table,
Offer Price
` 5,499



9

Bronzed Leaf Platters,
Offer Price ` 400 onwards



gifts galore

10



Buddha Collection,
Offer Price ` 295
onwards

11



Vectra King Bed,
Offer Price ` 69,999

12



Festive Cushions,
Offer Price ` 99
onwards

13



Floor Vase,
Offer Price ` 145 onwards

14



12Pc Cup & Saucer Set,
Offer Price ` 399



15

Polar Fleece Blanket,
Offer Price ` 399
onwards



16

Bombay Dyeing Bedsheet,
Offer Price ` 599



17

Jasmine Trunk,
Offer Price ` 11,999



18

33Pc Opalware Dinner Set,
Offer Price ` 2,999

YOUR GIFT ESSENTIALS

- ✓ Cup & Saucer Set
- ✓ Blankets
- ✓ Bedsheet
- ✓ Trunk
- ✓ Dining Set
- ✓ Chandelier
- ✓ Dressing Table
- ✓ Wooden Wall Piece
- ✓ Floor Lamp
- ✓ Bar Unit
- ✓ Ceramic Vases
- ✓ Lounge Chair
- ✓ Jar Set

gifting delights

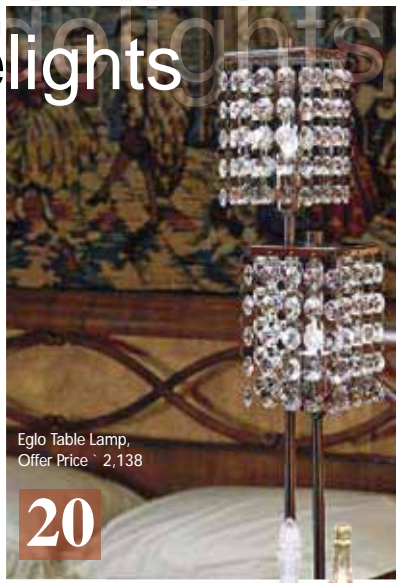
19



Shell Craft,
Offer Price ` 450
onwards

20

Eglo Table Lamp,
Offer Price ` 2,138



21

Family of Lights,
Offer Price ` 1,483 onwards



22

Terrain Wooden Range,
Offer Price ` 1,595
onwards



23

Swastik Bar Unit,
Offer Price ` 9,999





24

Jar Set,
Offer Price ` 299

Model Dipannita Sharma

helps you gift right this party season
with her gifting mantras!

- **Take into account** your relation with the one you are gifting
- **Consider the age** of the person
- **Try and know** the tastes of the receiver
- **When in doubt**, gift candles or crockery sets, they are eternal favourites
- **Keep a budget** in mind because gifting might become a very expensive affair without you realising!



25

Ceramic Vase Co-ordinates,
Offer Price ` 1,795 onwards



26

Cala Occasion Chair,
Offer Price ` 11,999

celeb speak

My New Year Home!

Want to know how Tinseltown plans to renew their homes this December?

Neha Ved gets them to spill their decor secrets to you!



Table Lamp,
Offer Price ` 1,700 onwards

Sonal Chauhan

Actor

"I love re-creating my home, hence I'm constantly adding new things to it. I like to play with the lighting to set the mood, and candles and lamps dominate my decor as well as my gift list, as one can hardly go wrong with them!

Best Buy: I've recently purchased a large lamp and a red rug, and these have given my apartment the much needed warmth!"



Divya Dutta

Actor

"From fashion to decor, colours play an important role in enhancing your mood. I always play with colours to maintain a balance of energies and to get the look I want."

Opium Centre Table,
Offer Price, ` 10,999



Photoframes,
Offer Price ` 249 onwards

Rajnesh Duggal,

Actor

"I have a contemporary home with predominant shades of turquoise, white and magenta. Since it's a terrace flat, we play with the lighting for a party. There's a beautiful frangipani plant which when draped with a string of lights looks glam!

Style Tip: Paintings and photo frames highlight my interiors, and I change the rug to suit the mood."

Tanushree Dutta

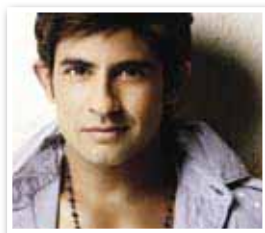
Actor

"My decor motto is comfort; that's the prime factor whether I'm revamping for a party or daily look. Cushions add the comfy feel and when I'm at a loss for ideas I simply change the covers to bright colours or shimmer for a festive look."

Shop Alert: At the moment, I'm renovating my home so I'm changing the paint, upholstery and some of the furniture too."



Festive Cushions,
Offer Price ` 99
onwards



Hussain Kuwajewala

Actor

"Every year my wife goes all out and decorates the place with a false snowman, streamers to complete the festive look for Christmas / New Year. We have minimal furniture, so that we can move it around and change the look to suit the occasion."

Shop Alert: I plan to change my dining table set and of course we'll accessorise it to complement the festive look."

Purab Kohli

Television Host-Actor

"I love hosting house parties and I make a good host because, from food to decor I add a personal touch to everything."

Style Tip: I pick up knick knacks whenever I spot something I like and that adds to the look."

Emraan Hashmi

Actor

"I've recently added a large Plasma screen since I'm quite a movie buff; it's also the bonding factor for my friends and family."

Best Buy: I've recently purchased a penthouse in Goa which is my getaway to spend quality time or celebrate with my loved ones."



Bianca Votives, Offer
Price ` 300 onwards



trend alert!

Revamp. Redecorate. Recreate

Enter the New Year by adding freshness to your home as this will ensure good luck throughout the year ahead.

Take your cues from **HomeTown's Design Expert** as they give you style tips on colours, furnishings and accessories for a festive revamp. **By Neha Ved**

Style Advice

Redoing the interiors for a completely new look may not always be practical since festivities last only a while. A feasible option is to style your home and ring out the old while ringing in the new with these easy style tips.

- **Mix 'n' match is the flavour of the season.** Mix new furniture with your old – try teaming an antique show piece with a modern low-rise centre table. Ethnic will always be 'in' and blends well with classic or contemporary designs.
- **Combine colour with patterns** either in furniture, on your walls or in the upholstery. Take into consideration the current decor of the house and remember the mantra is only to tweak your current setting to suit the festive mood. Be versatile so that you can style easily and as often as you wish!
- **Rearrange your furniture to create more space** and add extra lighting for an open feel. You may opt to paper a wall of your living room to highlight the space.
- **An eye catching arrangement** would be a runner on your dining table comprising fragrant candles. A practical and trendy idea would be to serve the sauces, *chutneys* and other accompaniments in small decorative bowls and arrange them as a runner.
- **If you're using console tables**, place one in a corner and decorate it with mirrors, photo frames or candles and after the party you can rearrange these in your bedroom or bathroom.
- **While styling your rooms**, don't miss out the most important area – your bathroom – as this is one place that will be frequented by most of your guests. Pot pourri and dry, fragrant flowers will keep your bathroom smelling fresh as will an aroma candle.

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Offer Price
₹ 26,999



Marine Ply
Kitchens
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₹ 99,999
onwards



Royal
Bathroom
Offer Price
₹ 54,999



Accessorise Accessorise Accessorise

Bling and sparkling – that's how your home ought to be this party season! One of the simplest ways to revamp your home is to accessorise it right! From candle stands and vases to cushions and mirrors – you have a multitude of trendy options to bag! Take a cue from HomeTown's expert and glam up!

- **Add depth to your room** with prints and colour – paintings, framed mirrors, photo frames and wall hangings will do the trick. Remember to place the artwork at eye level and if using mirrors, ensure that they reflect something beautiful!
- **Versatile home accessories** like bombe chests or game tables will double up as a table surface and entertainment zone, respectively.
- **Asymmetrical arrangements** are another popular decor idea. Play with side tables and have a few in varying heights. They will not only be useful in serving your guests but because they are moveable, you can create space as needed.
- **Ornate candle stands**, floating candles with flowers, table and floor lamps, LED lights and chandeliers are must-haves to light up your home in a stylish way.
- **The flavour is modern contemporary**, so go in for fresh colours and sleek artefacts like pickled citrus fruits or colourful veggies in glass bottles or a tall bamboo plant in a low vase.
- **Keep it simple**, elegant and classy. Just one statement decor object will suffice, so avoid a cluttered look by having too many objects in one room.
- **Greenery** – whether real or artificial – will add life to the room and do away with a stuffy feeling. A bamboo plant, silk flowers, or fresh-cut floral arrangements – take your pick to add colour and life.



trend alert!

Furnish Furbish

Changing the upholstery is a quick way to change the look and feel your home. Be it simple drapes or a whole new set of sofa covers and bedspreads, your furnishings can give you an instant new home!

- **Suede, acrylic, cashmere, rayon, silk, linen, wool** fabrics are a popular trend and give a rich feel, be it furnishing or accessories.
- **If you're looking to change your cushion covers**, opt for embroidered ones with work like *zari*, *phulkari*, *bandhani*, beads, appliqué and patchwork for an ethnic touch.
- **Rugs are 'in' at the moment**. You can match your cushions and rugs or complement it with a centre table.
- **Adorn your curtains with crystal or beaded strings** matching the lengths of the curtain. You can play with the colours and frequently change them depending on the occasion.
- **Prints and geometric designs** can also be teamed to suit the decor. Be it the rugs, the upholstery of your dinner set or sofa set, team the different styles and fabrics to make a statement.



Colour Me Do

The various shades of life are best enjoyed in a home that reflects your colourful personality and myriad moods. If you're seeking to change or add colour, check out these decor charts that will help you paint a pretty picture.

- **Pinks**, especially fuchsia and saturated pinks help you add a bright spot to an otherwise mundane room.
- **Yellow** has always been popular but the trend is veering towards the darker and richer tints which impart a sunny feel to your room.
- **Olive green** continues its run from last season and will stay in vogue for a long time. Team it



- with ivory or brown for a contrast.
- **Seeking a neutral shade?** Grey is your answer! From dark to light, the shade adds dimension when used with blue or green. It would make a fabulous pick for furniture and fabrics too!
 - **For a bolder look** use true purple but for a modern look pick lighter shades of violet, darkened mauve and raisin tones. Bluish purple tones can be used in decoration.
 - **Blues have made a comeback** this season; turquoise and ice blue have been popular for a while but the darker shades are gaining a place in home decor. Blue with white prints and plaids is very hot and can help you revamp in a jiffy!



decor faqs

Ideate, Innovate, Invite

Want to reinvent your space and don't know where to begin? HOMETOWN DESIGN & BUILD experts will address all your decor queries. **By Neha Ved**



the look:

floor lamps and light fittings to help set the mood

Q I'm hosting a New Year party for my friends this year and my house is quite simple. I've cream colour walls and classic wooden furniture in all rooms. How do I add a party touch?

Rohinton Desai, Ahmedabad

You can add mirrors, down lighters (colour lights), beaded or crystal curtains, especially on the doors of your rooms. Light aroma candles around the house and use bright cushions covers to accessorise. Cream is a beautiful neutral colour and so it provides you with a larger scope to play with accessories.



the look:

wooden mounting, LED lights or gold leafing

Q I'm doing up the interiors of my home and looking to add a false ceiling in my living room. How can I give it a festive look?

Sheela Nair, Mumbai

The festive season lasts for a while but your false ceiling will stay on post the festivities. Go in for a trendy style that lasts and is easy to glam up for an occasion. Try gold leafing (kind of paint) only at the corners; it's subtle and classy and works for your daily and festive look. You may also try a wooden mounting or add changing LED lights to play with when you have a party.



the look:

a runner of flowers and floating candles

Q I have a wooden dining table with a glass table top that seats 8. How do I decorate it without cluttering?

Manya Bhagat, New Delhi

Table mats and napkin holders will serve to beautify the table and won't take up more space than the dining set itself. Co-ordinate a candle stand with the mat colour or style, and place as a runner in the centre of the table or adorn with a flower arrangement with floating candles.



the gift:

a well co-ordinated set of vases

Q What would be an ideal home decor gift to give a bride? I'm attending a family wedding and I'm at a loss for gifting ideas.

Nishithi Shah, Baroda

Let your gift be high on the usability factor. A bed spread set in stain, velvet or silk is opulent and befits the occasion. You could also co-ordinate a set of vases or ornate candle with gold leafing or precious stones. Even crystal artefacts or decorative photo frames are ideal.



the look:

framed mirrors and ornate photoframes

Q We are a social couple and often have house parties. Of late, the walls of our house look dull despite using a wash-proof paint. Could you guide us on how to brighten up the walls?

Hrishita and Mridul Sanghvi

A newly painted house has its own charm and with time, walls are likely to dull out a bit, even if well maintained. Avoid hard scrubbing to remove stains. Beautify your wall with a framed mirror or a large photo frame or painting. You can even opt for colourful hand woven Kashmiri drapes or wall pieces like masks.



the gift:

buddha frames or metallic statues

Q My friend is throwing a house warming party. What kind of a decor item would make a classy gift, as he's a man of taste.

Nishithi Shah, Mumbai

Buddha frames and statues are in vogue at the moment and work well with any kind of decor. Another option could be photo frames, murals, aroma candles and crystal artefacts.



If you need an expert tip to give a makeover to your home, just send in your queries to myworld@futuregroup.in

For a professional yet cost effective makeover solution for your home, contact HomeTown Design & Build team that offers hassle-free & reliable interior design and execution services. Contact: Noida: The Great Place. # 9310860660, Ahmedabad: Thaltej Cross Road. # 9375201813, Bengaluru: Marathalli & Jayanagar # 9341123458 / 9379810012, Lucknow: Saharagunj, 3rd Floor. # 93695 87386, Pune: Ishanya, # 093228 35158, Hyderabad: Near Hyderabad Central # 9390206218, Indore: Indore Central # 9300062215, Kolkata: New Town, sector-V. #9330001318, Mumbai: LBS Marg, Vikhroli. #9320494763, Lavasa Information Centre, 2nd floor, Behind Town Hall #07498186041 / 37, 020 66405800

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The Chakrabortys believed in the philosophy of 'Less is more'. And they wanted their living room to reflect the same. Something which became true after they met with HomeTown's Design and Build team.

The team worked with various permutations of one fundamental design element - The Square.

The concept uses squares throughout, in niches, the ceiling, the television unit, centre table, wall highlighters and more.



The level difference separates the living area from the dining



one. The well thought out play of lights, in the room, gives the ceiling a totally new dimension. On the walls, the monotony



After

Client: Mrs. Jaya Chakraborty, Hinjewadi, Pune.
 Designer: Ms. Malati Moolya, D&B, Home Town.

is broken by an earthy brown colour. The television unit is the focal point of the room. Overall the perfect synchrony of space, colour, texture and light brightens up one's mood. The furniture is functional, yet stylish

and naturally blends into the décor. The Chakrabortys are overjoyed. Their dream has materialized into a beautiful reality. Client: Mrs. Jaya Chakraborty, Hinjewadi Road, Hadapsar, Pune. Designer: Ms. Malati Moolya, D&B, HomeTown.

Project cost estimate from HomeTown

FURNITURE CANNBERA : Table Sofa (3+1+1), Bench Center Table, Customised TV UNIT with Crockery Unit	Rs.1,69,297
CIVIL WORK AND PAINT: False ceiling made with p.o.p.wall and ceiling Finishes with Luster paint and Texture paint + wall paneling with plywood and MDF + Gypsum paneling for highlighting wall + Rafter in ceiling	Rs. 38,220
LIGHTING: added extra Lighting to the existing points	Rs. 3,000
FURNISHING + DÉCOR: Artifacts	Rs. 18,000
TOTAL COST:	Rs. 2,28,517

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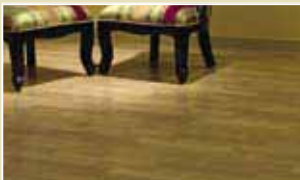


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