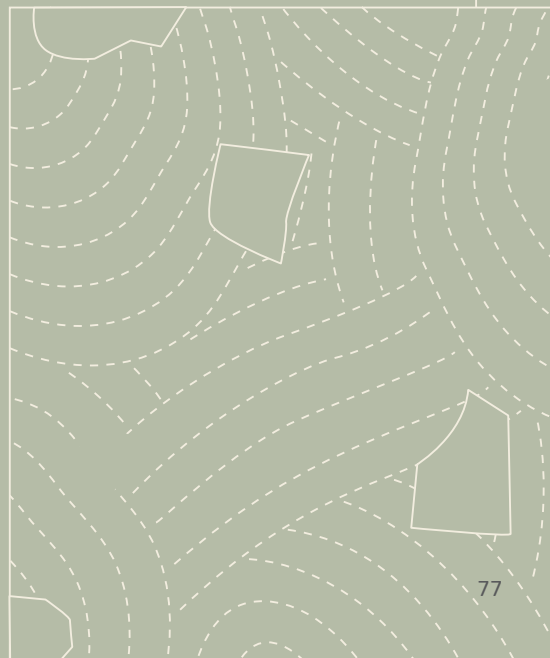
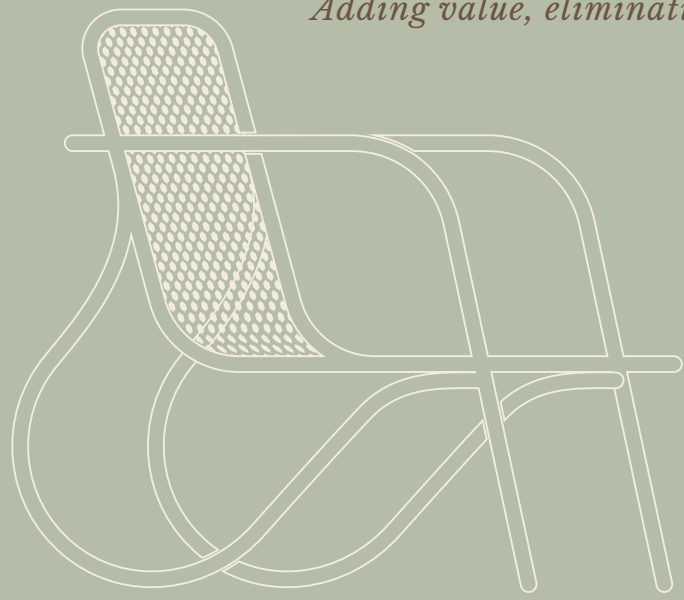


Felicity

Adding value, eliminating frills



Felicity

Adding value, eliminating frills



COLOUR TREND 03

Felicity reflects a change in behaviour – a conscious choice to consume things that possess real value over flaunt value of an ephemeral nature. Indulgence takes a backseat as we surround ourselves with things that serve a purpose, are beautiful and provide us a lasting sense of comfort. Things that add abundance in our lives by eliminating the frills.

Driven by this change in our values, we revisit the fundamentals of design – of placing functional, cultural and emotional endurance over pure aesthetics. As we adopt this principle, brands around the world are forced to rethink their offerings around watchwords like restraint, durability and responsibility.



COLOUR & MATERIAL FORECAST

TREND 03 | FELICITY


Classic and Contented.

There’s a timeless charm to the palette of Felicity, made of colours that have endured over a long period of time yet unwaveringly appeal to us. Classic colours like **Mulethi Roots-N** and **Green Ebony** that have a dense and absorbing quality are balanced by pale dye-like natural colours, giving the palette a sense of contentment and restfulness. The muted grey-blue of **Dolphin Dance**, soft **Pinkish Beige-N** and airy **Ethereal Sage-N** are inspired by mid-century graphics and patterns. The calm white of **Soft Silk** holds the palette together.

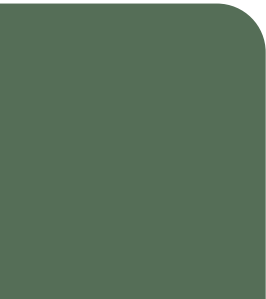
The material palette for Felicity consists of materials that are long-lasting and have an emotional durability to them. **Organic Linen**, a timetested earth-friendly material is ideal for upholstery and furnishings in living spaces. Durable and elegant **Eri Silk**, found traditionally in Assam and also known as Ahimsa silk adds a vintage charm when used in moderation. **Stainless Steel** and **Terracotta**, both ordinary materials made extraordinary through contemporary usage have endured centuries in Indian homes and appeal to our senses even today. **Gokul Pichwai** from **Nilaya Sabyasachi III** reminds one of the vibrant miniature painting of medieval India, contrasted by pearlescent **Apex Ultima Allura Animamundi**, a washed-out concrete finish reinterpreting a timeless modernist aesthetic.

C


COLOURS



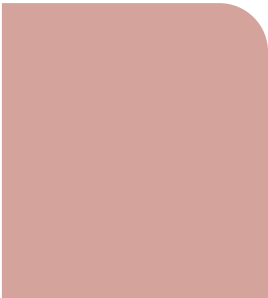
Mulethi Roots-N | K196



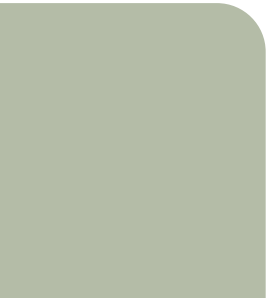
Green Ebony | X157



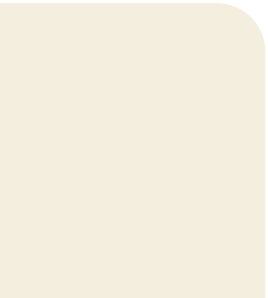
Dolphin Dance | 7384



Pinkish Beige-N | K236




Ethereal Sage-N | K158




Soft Silk | L160

T

TEXTURE




Apex Ultima Allura Animamundi
AM55 Earthy Marron




Nilaya Sabysachi III
Gokul Pichwai - W150Z671S75

M

MATERIAL



Organic Linen



Terracotta

P

PATTERN

DECOR DIRECTION

TREND 03 | FELICITY

Felicity is a lifestyle more than a décor aesthetic. It's about the pleasurable moments found in the little luxuries that we seek – be it a tea gathering, or a relaxed moment in the courtyard or an exclusive object of desire. It embodies design for longevity; no-frill spaces; essential but layered; a mix of modern and curated vintage. Spaces that tell a story and create an experience to live.

An eclectic yet minimalist take on a vintage space, here we focus on speaking through colours and clean modern forms

A curation of antiques and the current, keeps things interesting and more importantly, distinctly you.

A sleek black mild steel poster bed strikes the perfect balance between masculine and feminine elements.

ETHEREAL
SAGE N
K158





Elegant openings allow light to pour into a space, filling it with a sense of wellbeing.



STEPS DETAIL

Architectural elements like steps and staircases create moments of pause, rhythm and a natural flow.





NILAYA SABYSACHI III
GOKUL PICHWAI
W150Z671S75

GREEN EBONY
X157

A place layered with memories and collectibles, homes celebrate the anecdotes, choices and details that often last a lifetime.



DECOR DETAIL

Reminiscent of our tradition, tableware in copper makes the space feel lived in.

Paired with lush colours, the relaxed vibe of cane chairs helps one ease in and feel at home.



DOLPHIN
DANCE
7384

PINKISH
BEIGE N
K236



TIPS TO
CREATE
THE FELICITY
LOOK



LONG-LASTING AND GRACEFUL

Ft. Dyed Jute Rugs
by Case Goods

Durable yet graceful, this limited batch of rugs by Case Goods is made from 100% organic jute, and is handwoven, dip-dyed, and finished by local craftspeople in Andhra Pradesh.



HEIRLOOM AND CONTEXTUAL

Ft. Masala Box
by Tiipoi x Diaspora

Choose products that are relevant to your lifestyle, like this artisanal brass Masala Box that'll last for generations to come.



SIMPLE YET JOYFUL

Ft. Monkey on a Kinnow Tree
by Atelier Lal Mitti

Stories mixed with simple materials add joy to our lives like the Monkey on a Kinnow Tree terracotta plate instantly makes one smile.



HARNESSING ANCESTRAL
KNOWLEDGE

Ft. Talisman Terracotta Vases
by Ikai Asai

Handcrafted vases that harness the traditional use of terracotta vessels mix ancestral knowledge with craftsmanship to cut through the fabric of time.



METICULOUSLY DESIGNED

Ft. Speakers
by Diwiks

Made with long-lasting materials, reclaimed and polished by experts, each Diwiks speaker is meticulously handcrafted by artisans, technicians and designers.



HISTORIC YET FUTURISTIC

Ft. Ceptua table lamp
by Asian Paints

Objects that outlast trends are a piece of history and the future intertwined, like this classic angle-poise lamp dressed in a soothing pastel green.



REAL VALUE OVER FLAUNT VALUE

Ft. Casseroles
by Le Creuset

Inspired by a long line of classics, Le Creuset's latest cookware range offers enhanced and long-lasting designs, blending the best of their classic form with the latest technology.

“ Good design is as little as possible. Less, but better, because it concentrates on the essential aspects, and the products are not burdened with non-essentials.”

Dieter Rams