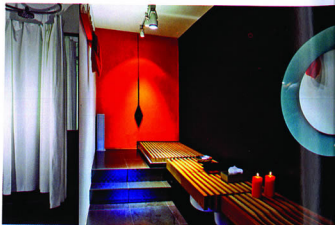


Set against an interesting backdrop of a real home spread over three levels, Zoljins is an interior decor store that offers a range procured from various parts of the world.

**Located** in New Delhi's Nizamuddin area, Zoljins, like its not-so-ordinary name, is an interior decor store that specializes in offering furniture with a unique concept — work, relax, and play — as the underlying element. That too, in an environment that replicates a real home.

Zoljins, which means lifelines (derived from Greek



word Zee (life) and Dutch word Lijns (lines)), is essentially a furniture boutique and design house offering furniture and associated accessories to the influencers of living spaces. It offers a palette of ultra-luxurious and minimalist furniture whose designs are chosen based on the highest degree of comfort and manufacturing excellence.

The store was conceptualized by New Delhi-based entrepreneur Ashish Taneja following a visit to the Salone Internazionale del Mobile, the benchmark furniture fair in Milan, in April 2009. While Ashish was visiting the fair scouting for furniture for his home, the keen businessman in him discovered that a lot of Indian architects, designers, traders, retailers and end consumers were present there and doing quite well. Impressed and inspired by the concept of the fair, Ashish decided to set up Zoljins in New Delhi. **He started it with two partners — Sourabh Gupta, who is the head of Design, and Sheetal Bahl, who takes care of the operations.**

Elaborating on how they went about developing the theme of the store, Angeline Loiseau, Store Manager, informs, "We were looking to convert small spaces and creatively use our furniture as opposed to playing with large open retail areas and simply displaying the products."

With the accent on making the store feel like a real home, it has been made to resemble into a 3,500 sq. ft. apartment that is spread over three levels including the terrace. The entire store is divided into small living spaces replicating a real home.

Thanks to Sourabh's talent in conceptualizing, designing and detailing, every floor has something different to offer. The first floor displays classic wood-based design house by Veneran, furniture by Arflex, and ultra-modern bathrooms designed by Rapsel. The second floor has a more contemporary, graphic feel with its low height sofas by Arflex and Seven Solotti, solid wooden furniture by Riva, bathroom offerings by Rapsel, furnishings from Shades of India (also a partner), and accessories and clocks by

