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Chapter II: India Revival Project



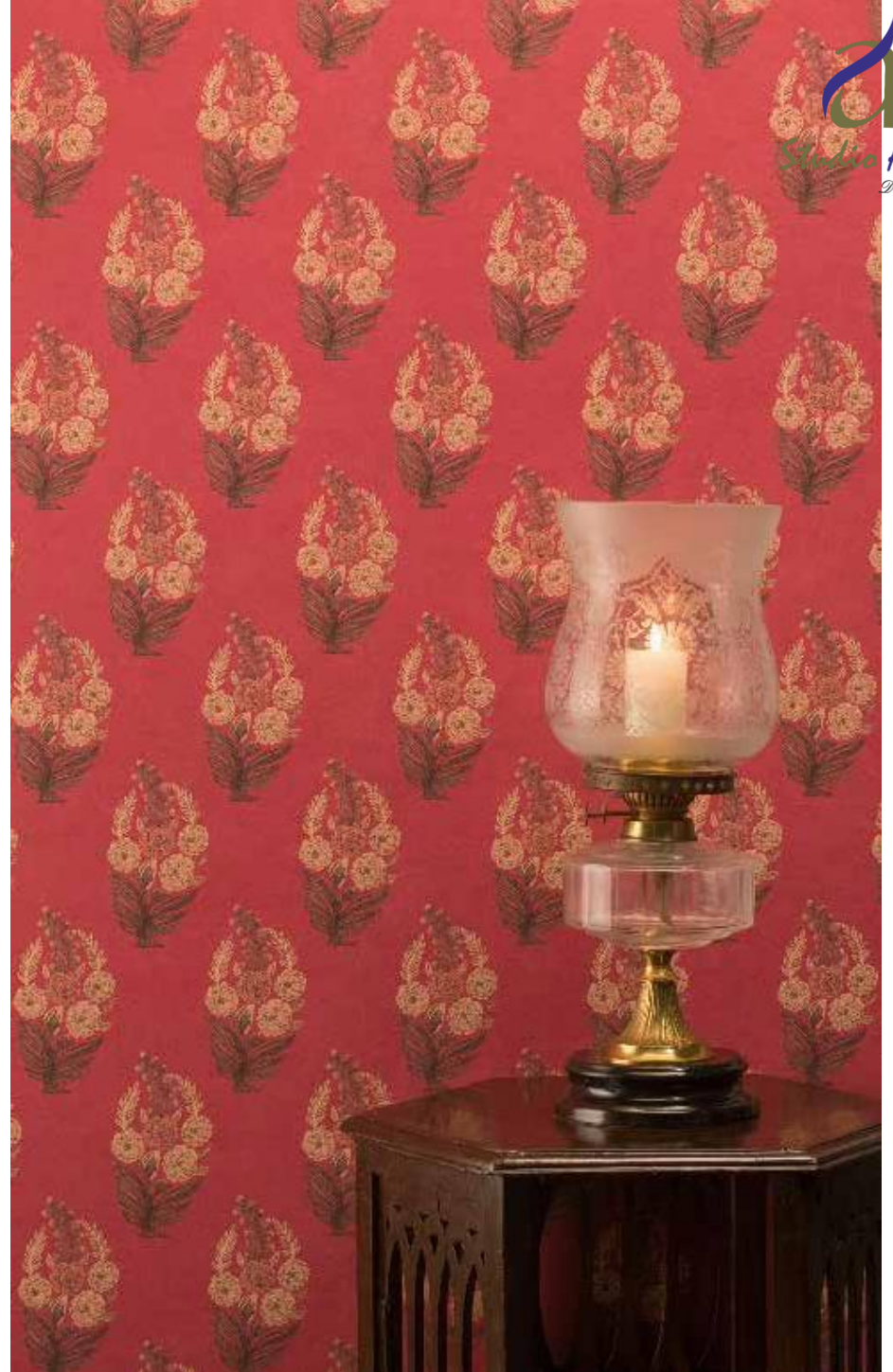
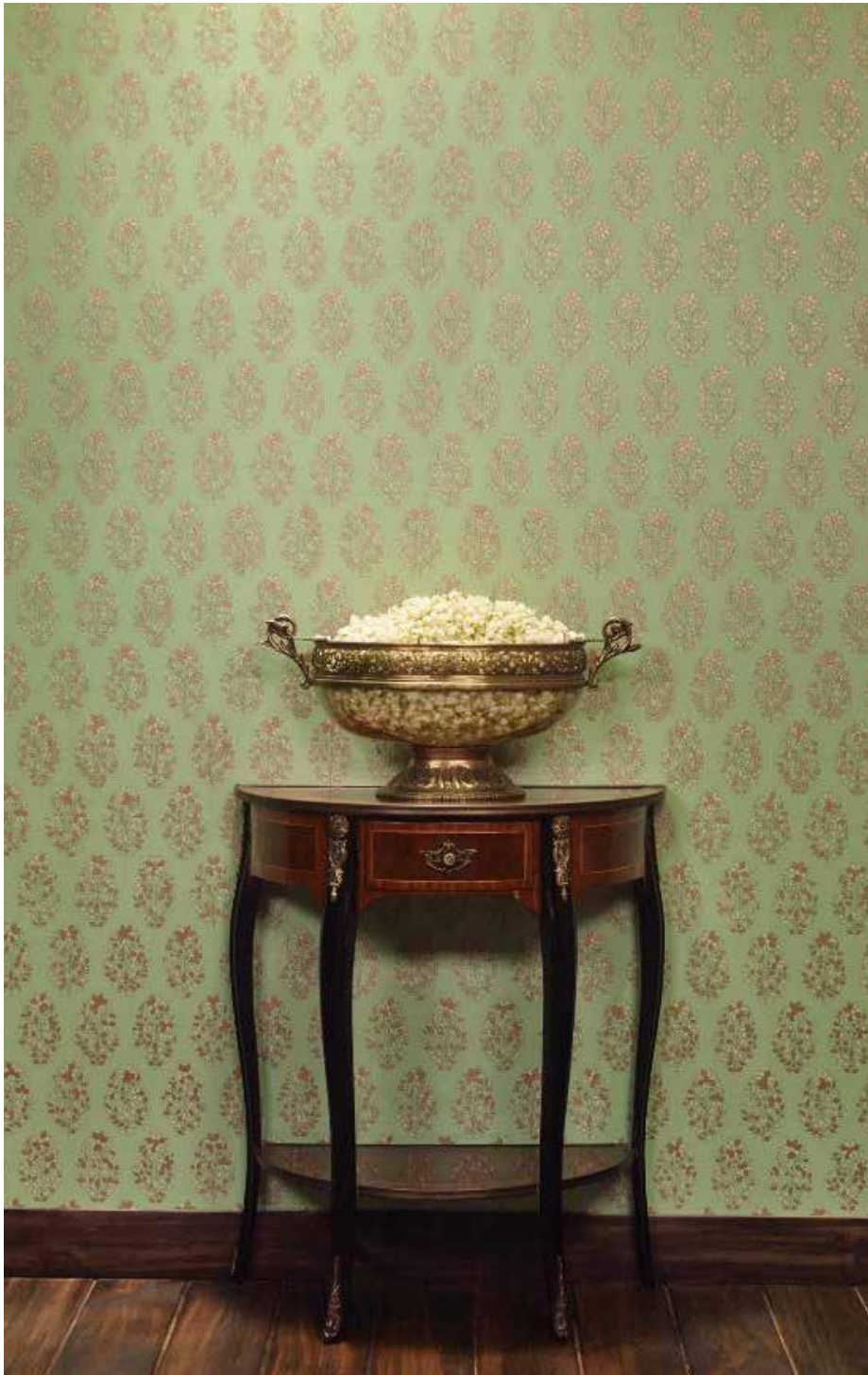
Studio Allure
Design Personified...

SABYASACHI FOR NILAYA I

Nilaya's first collaboration set the standard for all future pairings. It was with the one and only, Sabyasachi, arguably India's favourite and foremost designer.

Sabyasachi for Nilaya remains the bestselling collection even after 2 years of its launch, selling more than 5000 rolls since its inception.

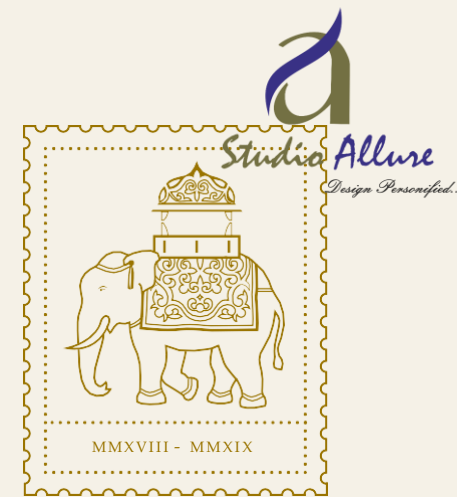




His inimitable India Baroque designed exclusively for Nilaya still makes designers shiver with excitement.

His signature lavish vision and experimentations with traditional artistic forms have been transformed into wallcovering patterns and the collection is still the talk of the town.





Chapter II: India Revival Project

The story continues. Through heady floral themes, noble textiles and a tapestry of inspirations, acclaimed artist and designer, Sabyasachi, creates a magnificent bouquet of wallcoverings that celebrate the incomparable richness of the fabled land that is India.

PATTERN NAME

Belbuti

COLOURWAY

Anaar

SKU CODE

w109wi43s75



PATTERN NAME

Belbuti

COLOURWAY

Indigo

SKU CODE

W109WI42S75



Studio Allure
Design Personified...

PATTERN NAME

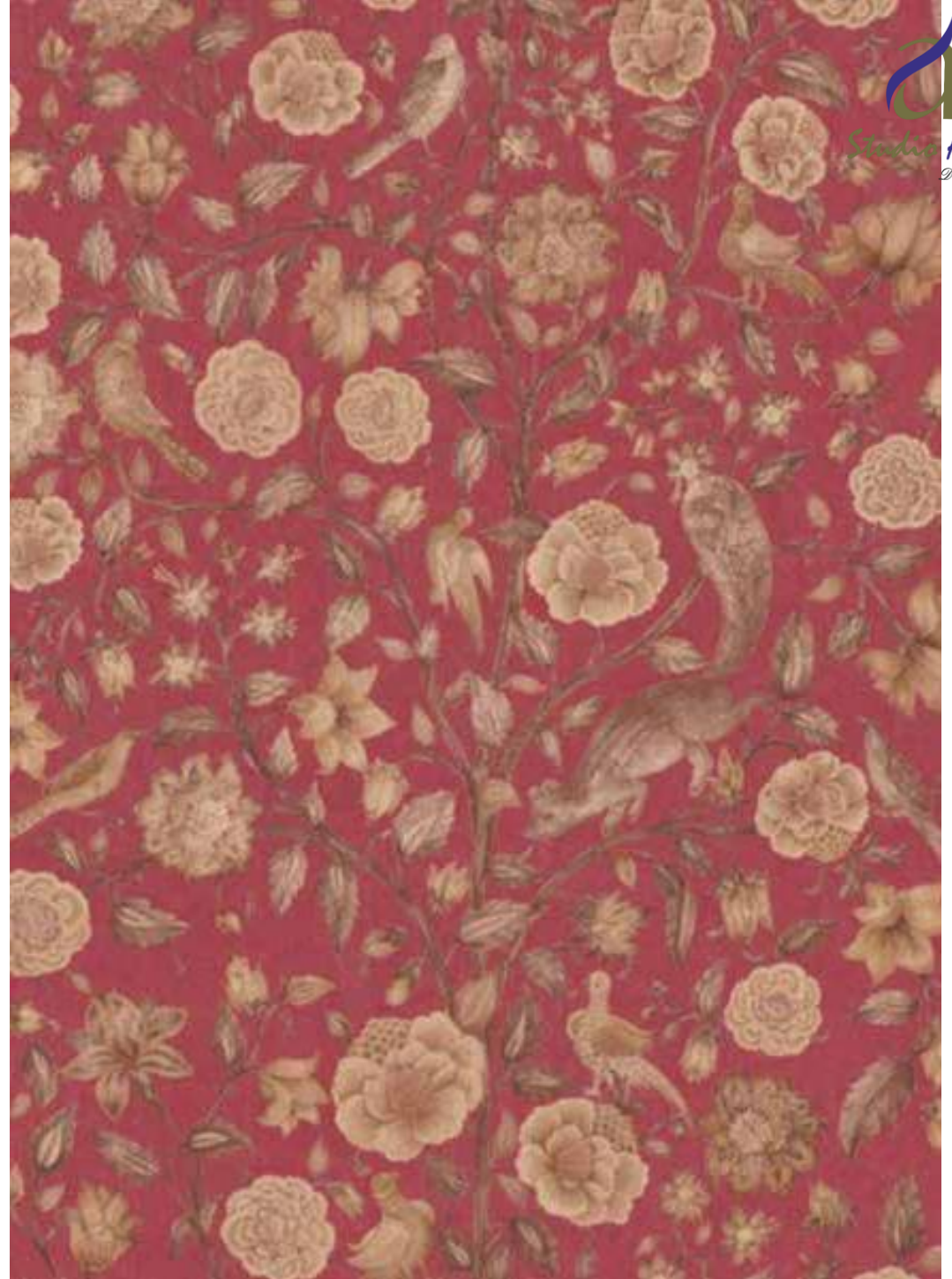
Vasant

COLOURWAY

Madder Red

SKU CODE

W109WI31S75



PATTERN NAME

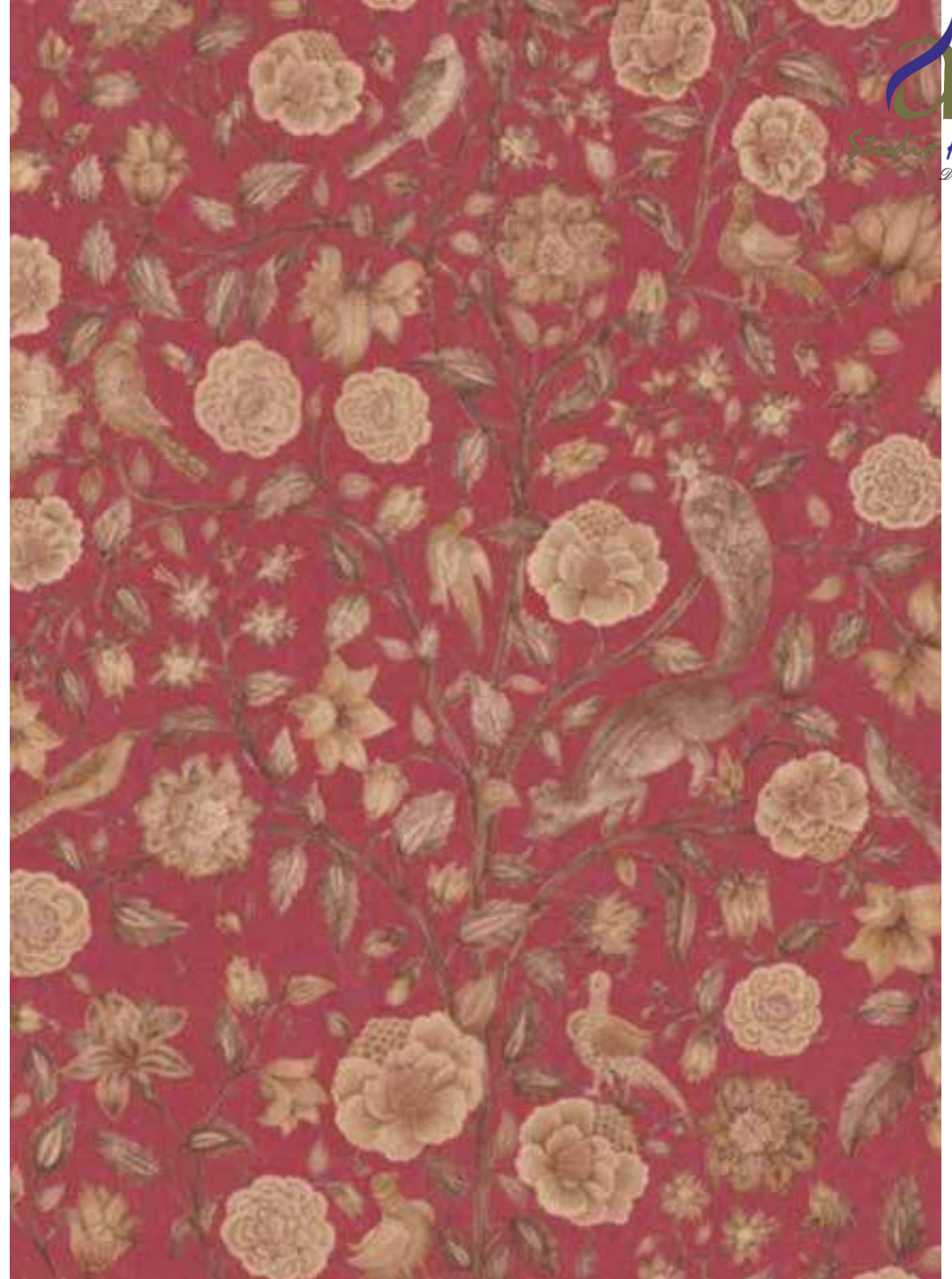
Vasant

COLOURWAY

Madder Red Glow

SKU CODE

W109WI45S75



PATTERN NAME

Vasant

COLOURWAY

Gulab Chandan

SKU CODE

W109WI32S75



Studio Allure
Design Personified...

PATTERN NAME

Charulata

COLOURWAY

Chandan

SKU CODE

W109WI21S75



PATTERN NAME

Resham Jaal

COLOURWAY

Thandai

SKU CODE

W109WI35S75



Studio Allure
Design Personified...

PATTERN NAME

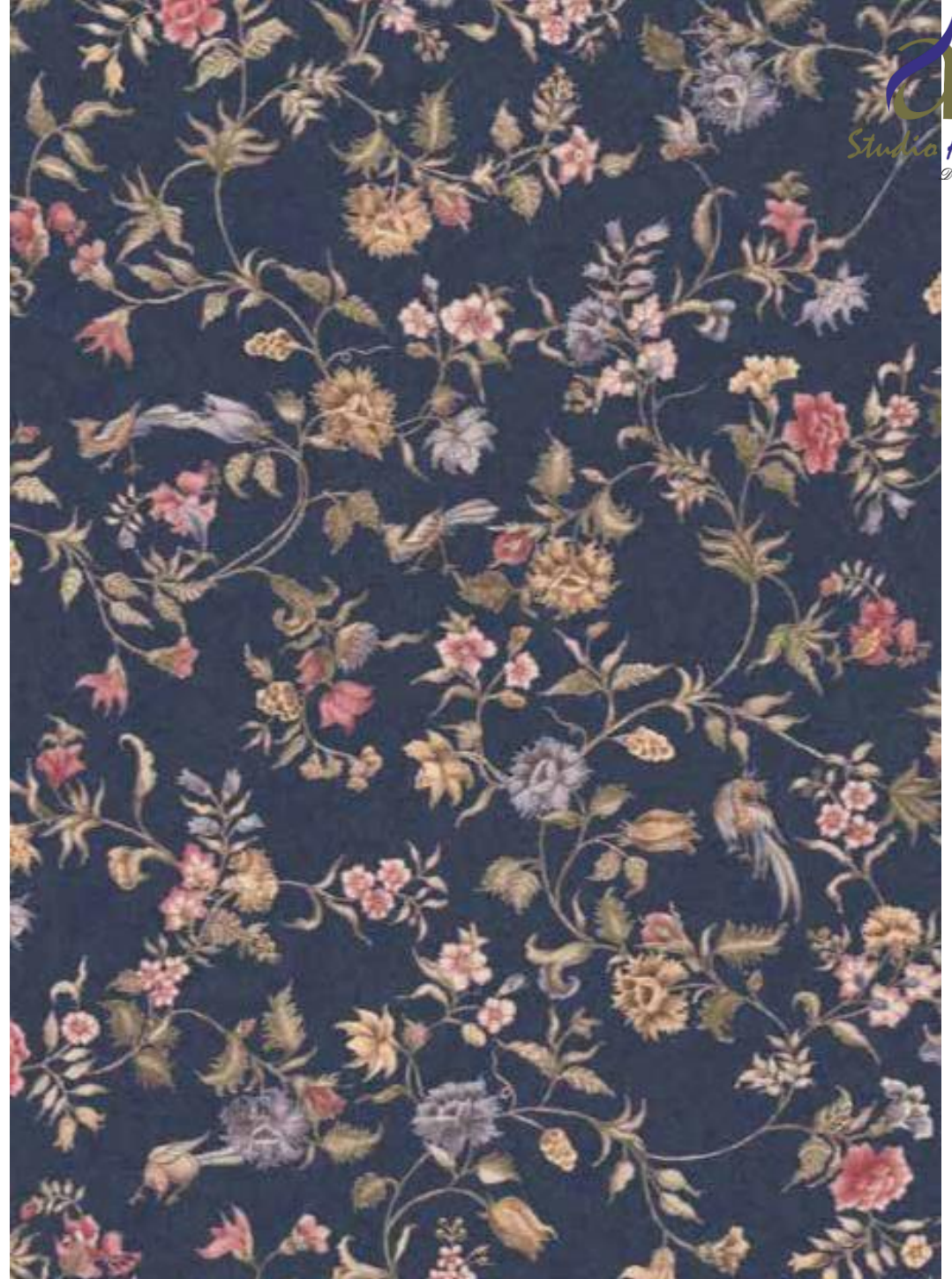
Cheent

COLOURWAY

Lapiz

SKU CODE

W109WI36S75



PATTERN NAME

Nishapuri

COLOURWAY

Laung

SKU CODE

W109WI38S75



PATTERN NAME

Lajwanti

COLOURWAY

Sahara Rose

SKU CODE

W109WI37S75



PATTERN NAME

Gulbahaar

COLOURWAY

Patiala Green

SKU CODE

W109WI24S75



PATTERN NAME

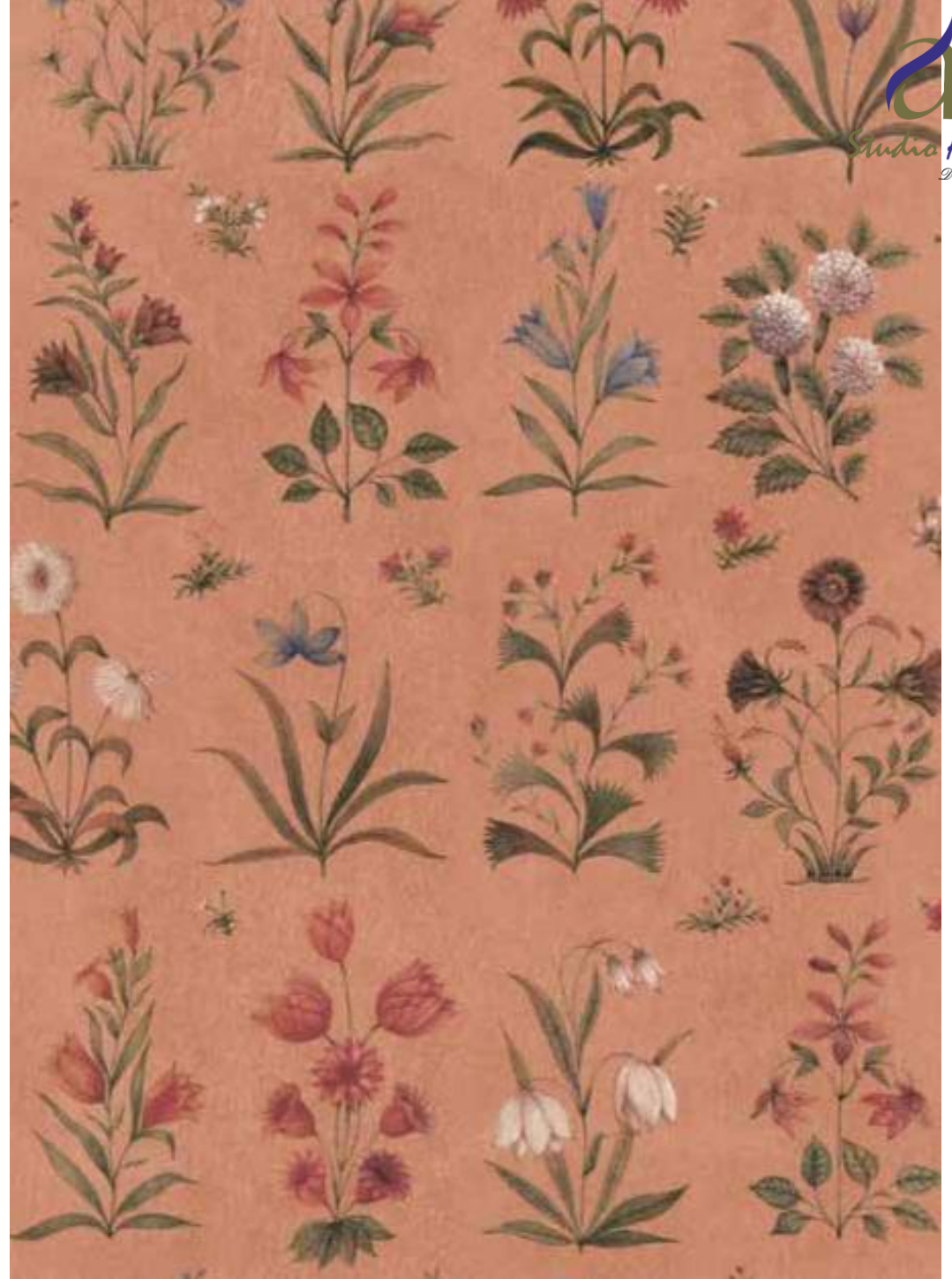
Anekbuti

COLOURWAY

Gulaab Chand

SKU CODE

W109WI22S75



PATTERN NAME

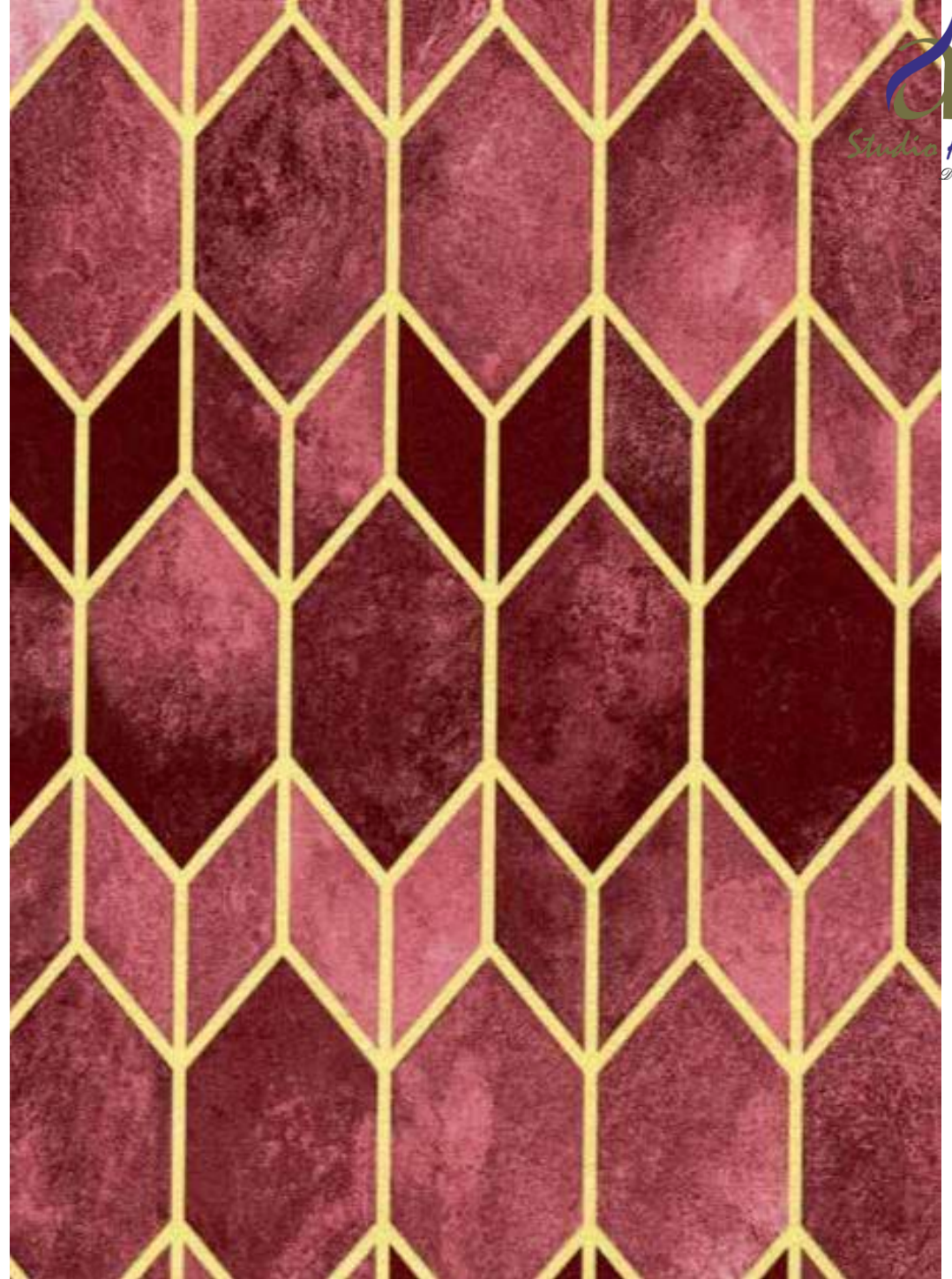
Shisha

COLOURWAY

Madder Red

SKU CODE

W109WI23S75



PATTERN NAME

Travancore Chintz

COLOURWAY

Gulaab

SKU CODE

W109WI39S75



Studio Allure
Design Perfection...

PATTERN NAME

Travancore Chintz

COLOURWAY

Aamras

SKU CODE

W109WI41S75



PATTERN NAME

Travancore Chintz

COLOURWAY

Indigo

SKU CODE

W109WI40S75



PATTERN NAME

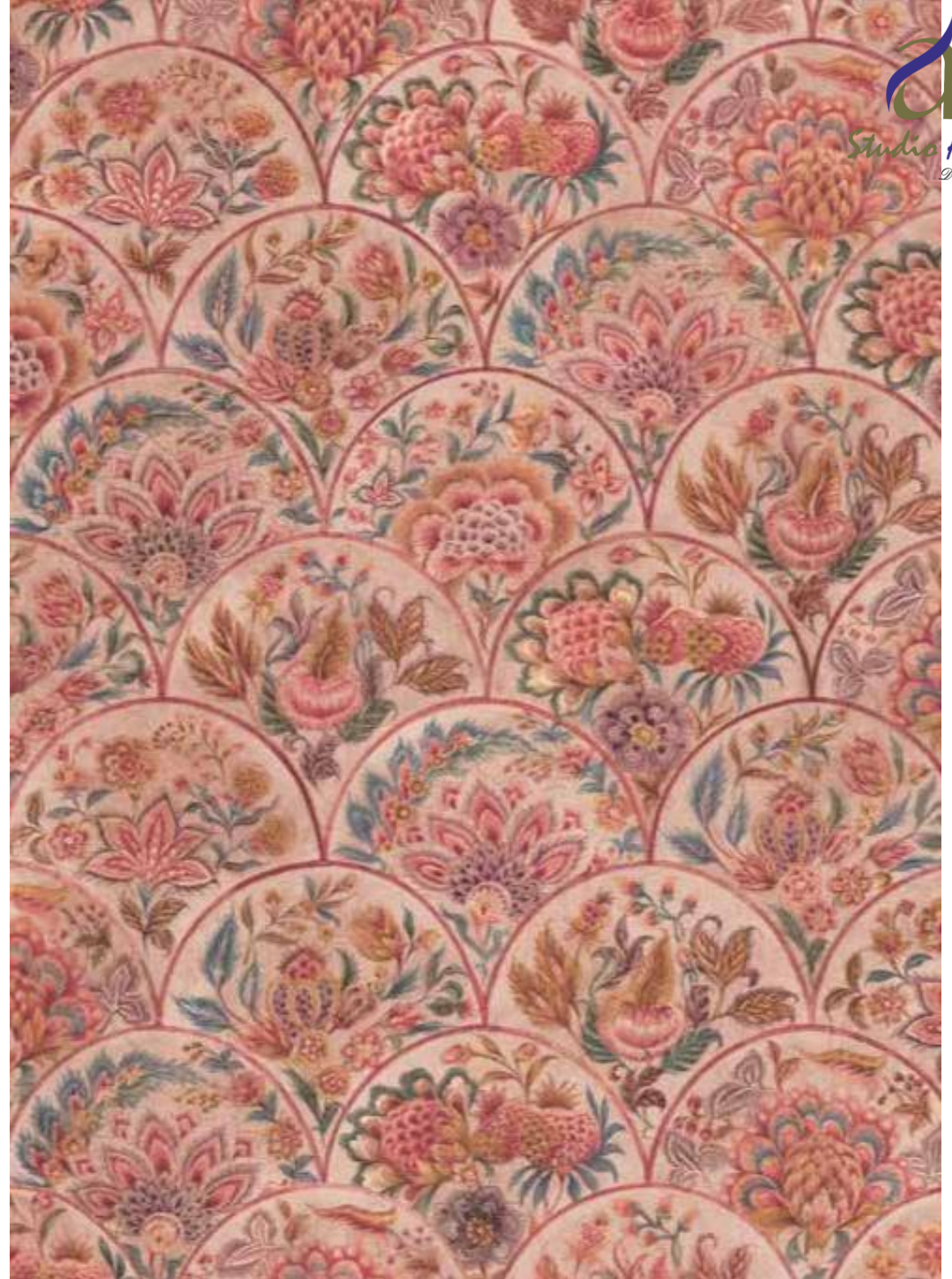
Lucknow Chintz

COLOURWAY

Gulaab Chandan

SKU CODE

W109WI33S75



PATTERN NAME

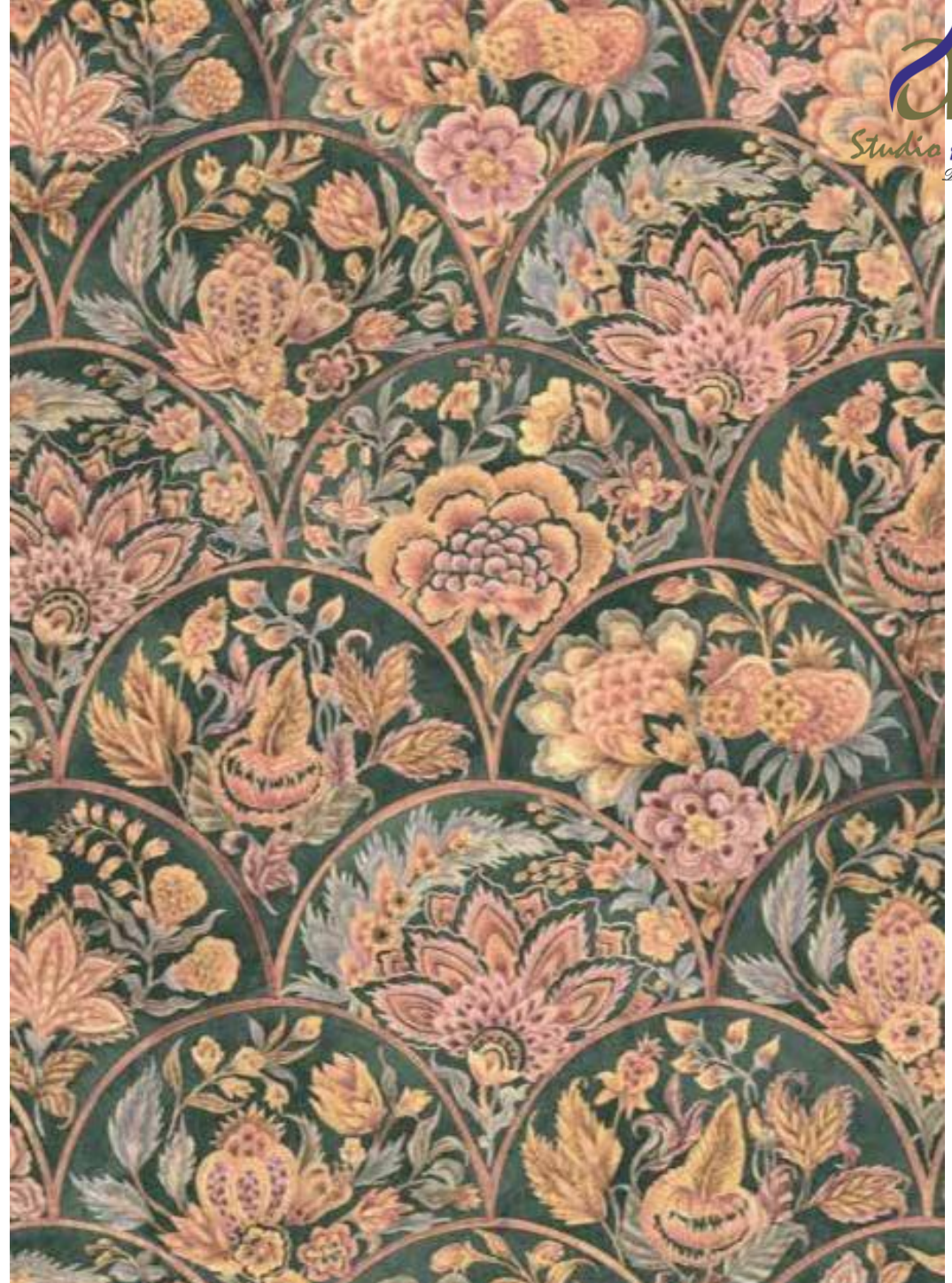
Lucknow Chintz

COLOURWAY

Vintage Forest

SKU CODE

W109WI34S75



PATTERN NAME

Sunderbans

COLOURWAY

Sahara Rose

SKU CODE

W109WI44S75



PATTERN NAME

Sunderbans

COLOURWAY

Sahara Rose Glow

SKU CODE

W109WI29S75



PATTERN NAME

India Moghol

COLOURWAY

Patiala Green

SKU CODE

W109WI30S75



PATTERN NAME

Guldasta

COLOURWAY

Anaar

SKU CODE

W109WI28S75



PATTERN NAME

Guldasta

COLOURWAY

Chandan

SKU CODE

W109WI25S75



PATTERN NAME

Guldasta

COLOURWAY

Laung

SKU CODE

W109WI26S75



PATTERN NAME

Guldasta

COLOURWAY

Kesar

SKU CODE

W109WI27S75



Support Tools

- **Pattern Book**

A curated collection of all the patterns aligned as per the stories.

- **Look Book**

A design magazine talking about the patterns and the inspirations behind, from the magic of the first rain to the depths of the sea

- **Brochure**

A mini booklet with the collection summary, can be used to give to the customer for an easier and more thought after selection.

Pitching Points

- Authentic
- Hand Crafted
- Unparalleled Performance

Authentic

Design

- Chapter II – Sabyasachi for Nilaya
- Nilaya in-house designed wallpapers
- Unique to Nilaya & Asian Paints
- A colour palette that is distinctly Indian

Manufacture

- One of the best wallpaper printers in the world
- Hermes, Armani, Nina Campbell
- Printed in UK – Lancashire – the home of the wallpaper industry
- Completely green – raw materials & process

Performance

- Textured non-woven backing
- Best in class raw materials
- Completely 'green' – process & products used
- Factory only processes green product

Availability

- All Services Units
 - APEHS
 - Colour Pro
 - CCH
- Colour Stores
 - Mumbai
 - Delhi
- AP Homes

Thank you