

CRAFT BRANDING & POSITIONING

DESIGN RESEARCH SEMINAR
PDSPL-167

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Approval

Design Research Project

Craft Branding & Positioning

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Mdes, Industrial Design (2015-17)

It is approved as a partial fulfilment of requirements of a post graduate degree in Industrial Design at IDC, IIT Bombay.

Project Guide:



Declaration

I declare that this written submission represents my own ideas and where other's ideas or words have been used, I have adequately cited and referenced the original sources. I also declare that I have adhered to all the principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any ideas/source/fact in my submission. I understand any violation of the above will be the cause for a disciplinary action by the institute and can also issue penal action from the sources which has been thus not been properly cited or from whom proper permission has not been taken where required.

A handwritten signature in black ink, appearing to read 'Pritesh Chavan', with a long horizontal stroke extending to the right.

Pritesh Gajanan Chavan
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Acknowledgement

I take this opportunity to thank the entire Industrial Design department for the success of the project.

I express my gratitude to my guide- Prof. Sandesh R. for his consistent support and faith in the project and on me. The learnings from the project has been immense.



Abstract

India is land of rich handicraft and beautiful tradition, marvelous and unique artistic work. From decades Indian craft is offering a warm charm to our many day to day life objects with its unique design and quality.

It's interesting how there are a lot of portals today showcasing art forms and handicrafts from remote corners of India.

This project is an effort to analyse and understand brands which promotes craft products specifically made in India.

The focus was to understand how some craft companies in India do brand themselves and position their products for contemporary urban consumer.

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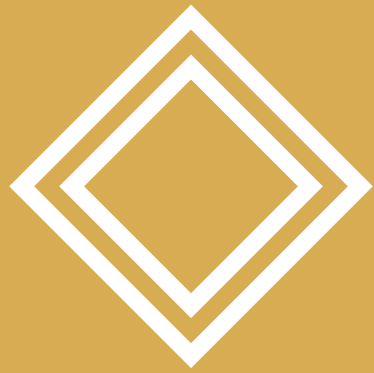
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01

Craft

What is craft

Defining Handicrafts:

Definition According to United Nations Educational, Scientific and Cultural Organization/ Information Technology Community (UNESCO/ ITC) International Symposiumon "Crafts and the International Market: Trade and Customs Codification", Manila, Philippines, October 1997: Handicrafts can be defined as products which are produced either completely by hand or with the help of tools. Mechanical tools may be used as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. Handicrafts are made from raw materials and can be produced in unlimited numbers. Such products can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant.

Definition according to Govt. of India:

Handicraft can be defined, which is

made by hand; should have some

artistic value; they may or may not have

functional utility.

Ref: <http://www.india-crafts.com/business-reports/indian-handicraft-industry/handicraft-introduction.htm>

Handicraft Industry at a glance in 2015-16

The total export of handicrafts from India is expected to nearly double to US\$ 2.7 billion in FY 2015-16 and further increase to US\$ 3.8 billion by FY 2020-21. The Indian Handicraft Industry is one of the largest employment generators and accounts for a significant share in the country's exports. The Indian handicrafts industry is fragmented and unorganized, with more than 7 million regional artisans and more than 67,000 exporters promoting regional art and craftsmanship in the domestic and global markets. In 2015–16, Indian handicrafts exports stood at US\$ 4.5 billion, up approximately 15.4 per cent over the previous year's exports. Exports of Indian handicrafts have increased at around 16.4 per cent since the last five years. Indian handicrafts are exported to countries like the US, the UK, the UAE, Germany, France, Latin

American countries (LAC), Italy, the Netherlands, Canada and Australia. US alone accounted for approximately 26.1 per cent of India's total handicraft exports in 2014–15. It was followed by the EU, which accounted for approximately 24.7 per cent. The UAE was the third-largest importer of Indian handicrafts, with imports worth US\$ 410 million in 2014–15.

Ref: <http://www.epch.in/moreDetails.htm>

Export of Handicrafts, India

<http://www.epch.in/moreDetails.htm>

RS. IN CRORES

30000

25000

20000

15000

10000

5000

357.57

712.99

3207.54

8490.16

14526.85

6781.81

7870.31

10504.21

13314.19

19103.98

20082.53

21457.91

1986-87

1990-91

1995-96

2000-01

2005-06

2009-10

2010-11

2011-12

2012-13

2013-14

2014-15

2015-16



Bamboo & Cane Craft

Being a producer of bamboo, handicrafts made from bamboo are one of the eco-friendly crafts in India. The varied items made from bamboo are baskets, dolls, toys, chalani, furniture, mats, wall-hangings, umbrella handles, crossbows, khorahi, kula, dukula, kathi, jewellery boxes and many more. Cane products, a famous form of Indian handicraft, include utilitarian objects like trays, baskets, stylish furniture, etc.

Local Names

For Bambo: Sundi, Barjali, Harua, Golla

For Cane: Jati, Tita, Lejai

Items

Baskets, Chalani, Crossbows, Kula, Khorahi ,
Dukula or Tukuri, Dala Dukula or Tali , Doon or
Kathi, Bamboo Mats etc.

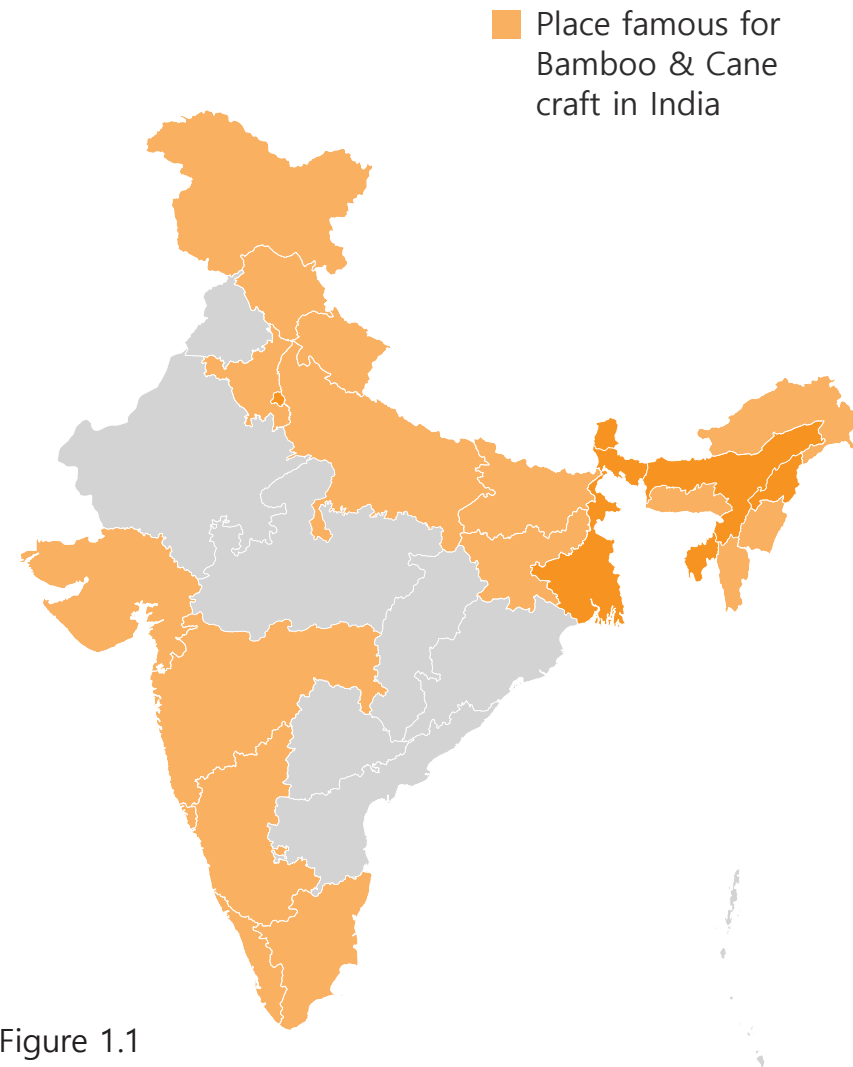


Figure 1.1



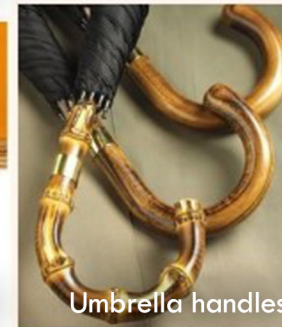
Bamboo Mats, Guwahati



Leaf-headgear for tea garden



Toys in Auroville, Tamil Nadu



Umbrella handles



CHOORAL Furniture, Assam



Cane and Bamboo of West Bengal



Assam Handicrafts



Bamboo basket on the street market



Bamboo Flute Bansuri



Cane Furniture, Chennai

Figure 1.2

Bone & Horn

Originated in the state of Odisha, the bone and horn handicrafts are famous for creating birds and animal figures, which seem real and alive. Besides, goods like pen stands, ornaments, cigarette cases, table lamps, pepper and salt sets, chess sets, napkin rings, laughing Buddha etc. are prepared in Odisha, Karnataka, Kerala and Uttar Pradesh.

Crafting of Horn and Bone Crafts

Horn and Bone Crafts of Southern India are manifestations of a series of complicated and elaborate steps. Initially the horns and bones are soaked in water and are heated to make them soft to carve them in desirable shapes. Engravings are done on them with intricate designs and are coloured with vivid hues. Polishing with charcoal, coconut oil and limestone is the final step in their processing.

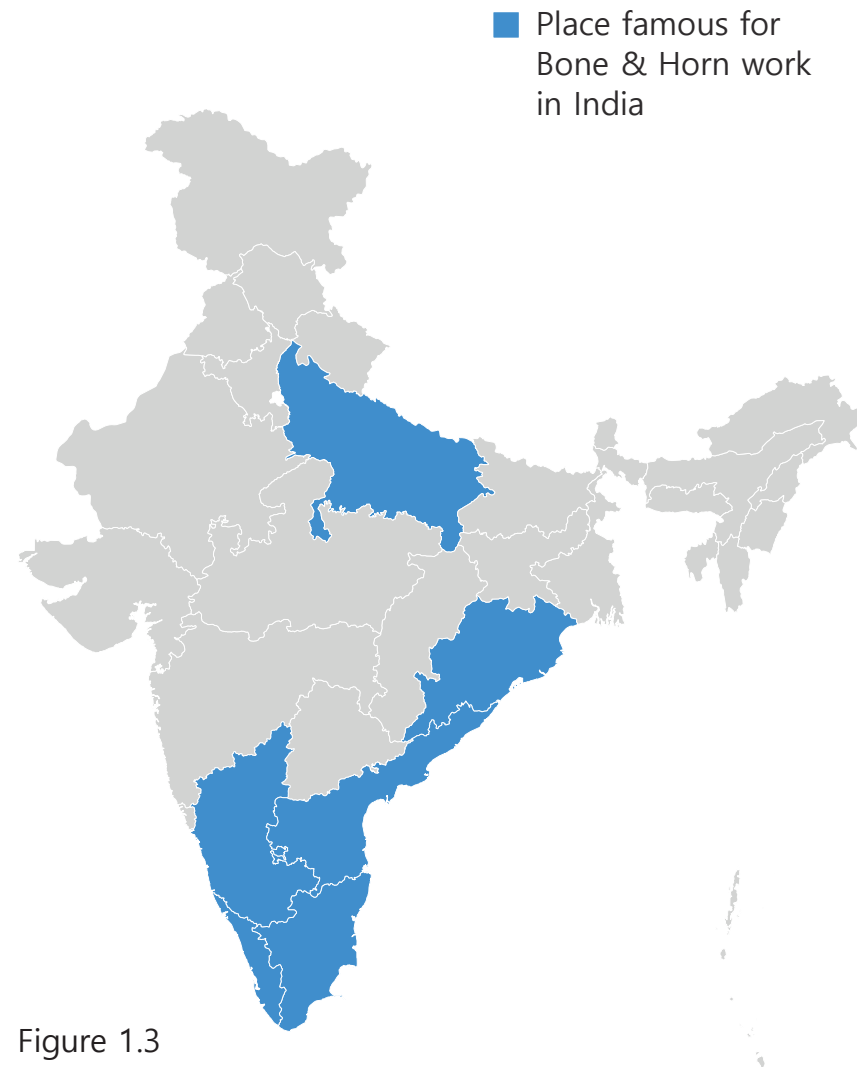


Figure 1.3



Horn Craft Kerala



Horn & Bone Bangles Sambhal



Horncraft Odisha



Horn & Bone Craft, Rajasthan



Horncraft from Paralakhemundi, Odisha



Bone Carving Uttar Pradesh

Figure 1.4

Clay work

The origin of clay crafts in the country dates back to as early as the Indus Valley Civilisation. The Indian states of Himachal Pradesh, Uttar Pradesh, Gujarat, West Bengal and Rajasthan are renowned for their diverse form of clay crafts. The terracotta crafts of West Bengal, 'kagzi' or paper pottery made in Alwar region of Rajasthan and 'khurja' pottery of Uttar Pradesh are quite popular. During the Sultanate period in Delhi and Uttar Pradesh, India proceeded with its own manufactory of blue pottery.

Types of Clay: Earthenware, Stoneware, Kaolin.

Tools used

In addition to the potter's hands, tools includes paddles, anvils & ribs, and knives, fluting tools and wires specifically for cutting or piercing.

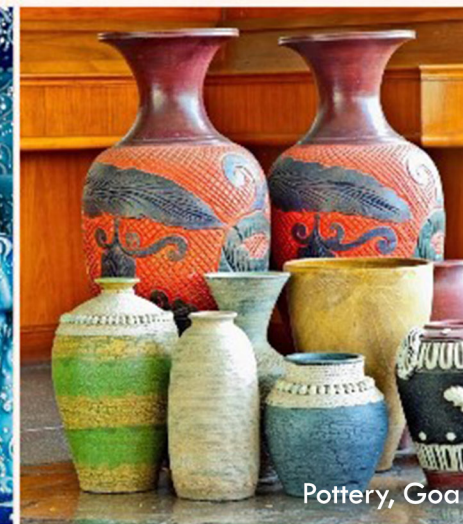
■ Place famous for Clay work in India



Figure 1.5



Blue Pottery, Jaipur



Pottery, Goa



Kagzi Pottery, Alwar



Clay Jewellery, Pune



Khurja Pottery, Uttar Pradesh



Terracotta Sculpture, Panchmura



Clay Jewellery, Kerala



Longpi stone Coiled Pottery, Manipur

Figure 1.6

Gems & Jewellery Craft

The Gems and Jewellery sector plays a significant role in the Indian economy, contributing around 6-7 per cent of the country's GDP. One of the fastest growing sectors, it is extremely export oriented and labour intensive. India is deemed to be the hub of the global jewellery market because of its low costs and availability of high-skilled labour. India is the world's largest cutting and polishing centre for diamonds, with the cutting and polishing industry being well supported by government policies.

Most Famous: Rajasthan and Delhi are known for meenakari and enameling. Pearl jewelry is common in Maharashtra and Andhra Pradesh. Gold and silver jewelry is common to most regions of the country. Silver predominates most of the traditional jewelry of the tribals.

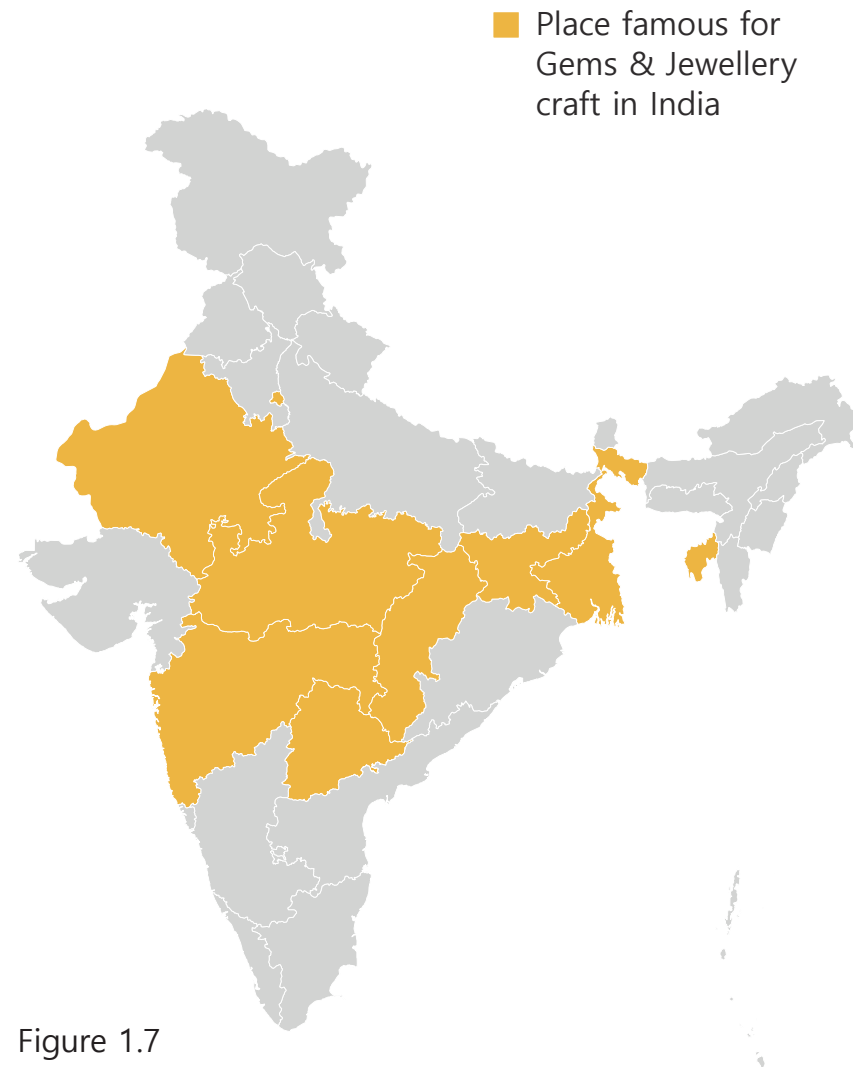


Figure 1.7

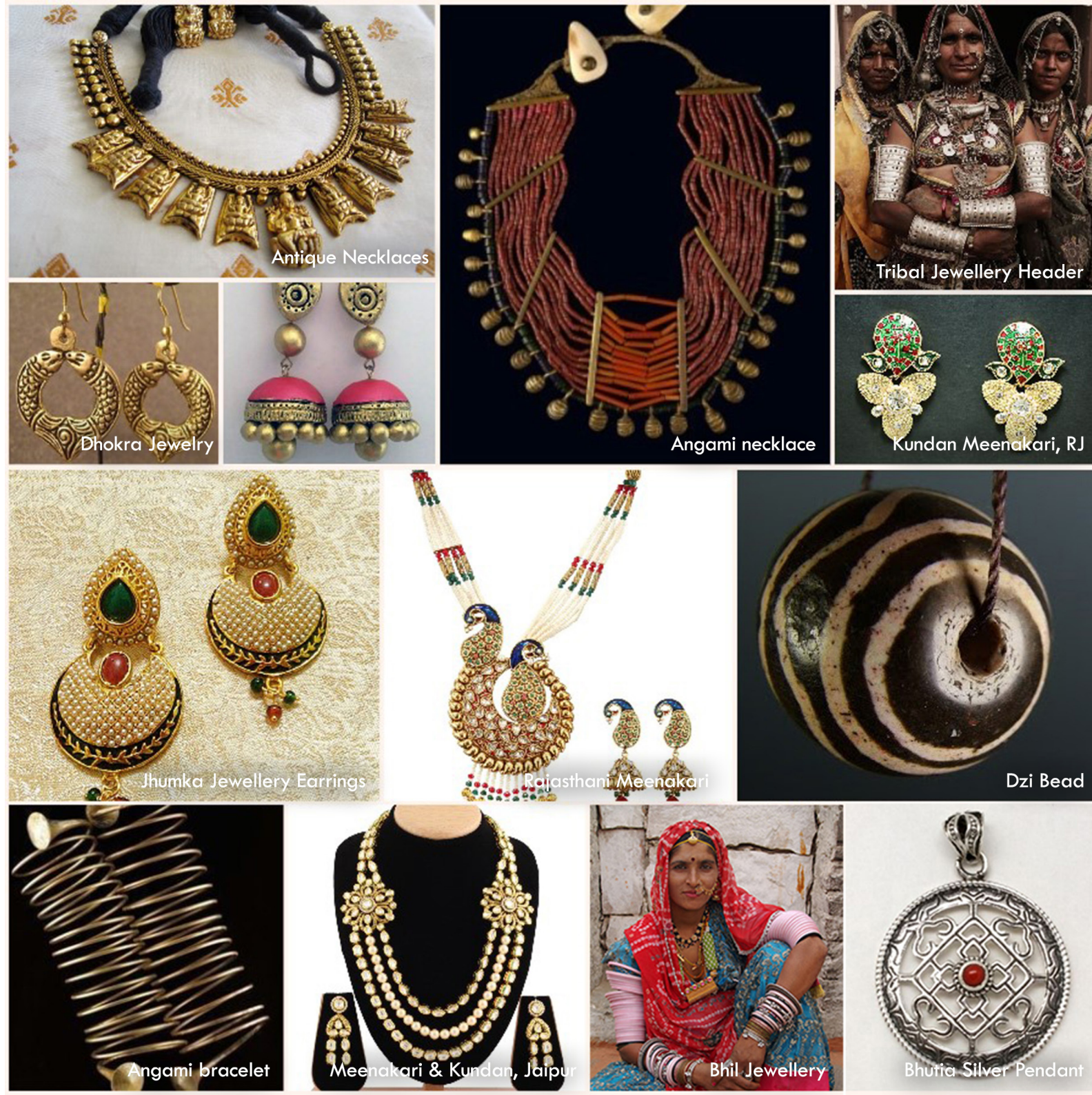


Figure 1.8

Leather work

Leather crafting is the practice of making leather into craft objects and items of daily needs using shaping and colouring techniques. This craft shares an ancient connect with the Indian Culture. Leather artifacts have been found on site of the Indus Valley Civilization, the earliest settlement on the subcontinent. Texts such as the Vedas indicate the use of animal hide and show sages and ascetics using deerskin for meditation. Leather Crafts have since bedecked millions of households.

Most famous in India -

Rajasthan: decorated leather items

West Bengal: decorated products with traditional designs and geometric patterns. Kashmir: ornamental leather products

Madhya Pradesh: embroidered red leather

Gwalior, Indore, Bilaspur and Dewas: shoes, jutties, bags and mushks.

Andhra Pradesh: leather toys and puppets

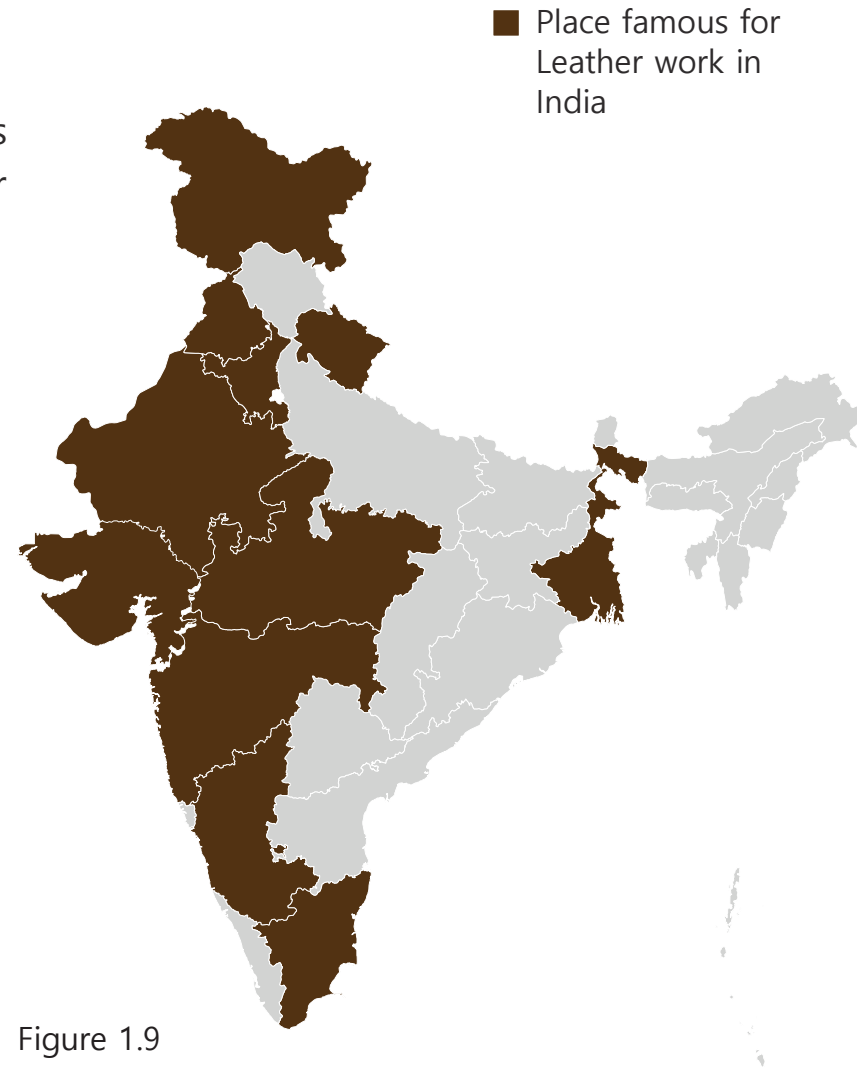


Figure 1.9



Leather Mojari, Rajasthan



Ladakhi Yak Boots



Leather Handbags, Shantiniketan



Camel leather satchel, RJ



Leather work of Mehek Mahajan, J&K



Zari Work,HR



Kolhapuri, MH



Hodka Village, GJ



Kopi leather bottle, Bikaner

Figure 1.10

Metal Craft

Metal crafts in India include the numerous products which are made with the aide of several metals like gold, silver, bronze, brass, copper and bell metal. Silver filigree work of Andhra Pradesh and Orissa, brassware of Rajasthan, Orissa and other Indian states, 'dokra' metal crafts of Orissa, West Bengal and Madhya Pradesh, metal enamelled work of Himachal Pradesh, Gujarat and Uttar Pradesh and marvellous metal crafts of bell metal manufactured in Kerala, Bihar, Tripura and Assam are worth mentioning.

Types of Metals

Gold, silver, bronze, brass, copper and bell metal

■ Place famous for Metal craft in India

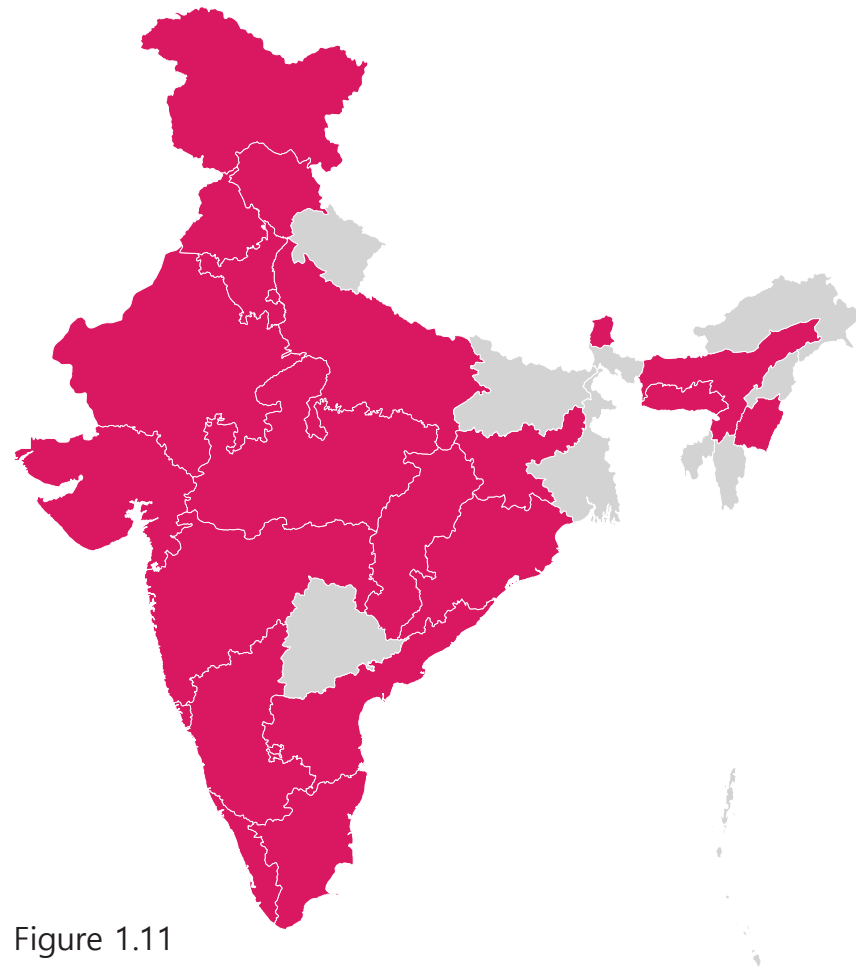


Figure 1.11



Bell Metal Craft, MP



Brass Statues in Jaipur



Filigree as Cuttacki Tarkasi in Orissa



Pembarthi, Andhra Pradesh



Enamel work bracelet
Rajasthan



Bidri-Flacon form Mango



Marori-Chrakwan Craft
Rajasthan



Metal enamelled work
Himachal Pradesh



Dokra Horse, Kolkatta



Finest antique Kashmiri gilt

Figure 1.12

Natural Fibre Weaving

Natural fibres such as grass, bamboo, shola pith, cane, jute, leaves etc. have varied usages from making weaving baskets, mats, brooms, rooftops, clothing etc. which provided shelter and income to many communities in India. Many communities have a practice where women themselves weave household objects for their daily use whereas many industries survive on production of materials from jute. By and large weaving from natural fibres is part and parcel of every region/ state.

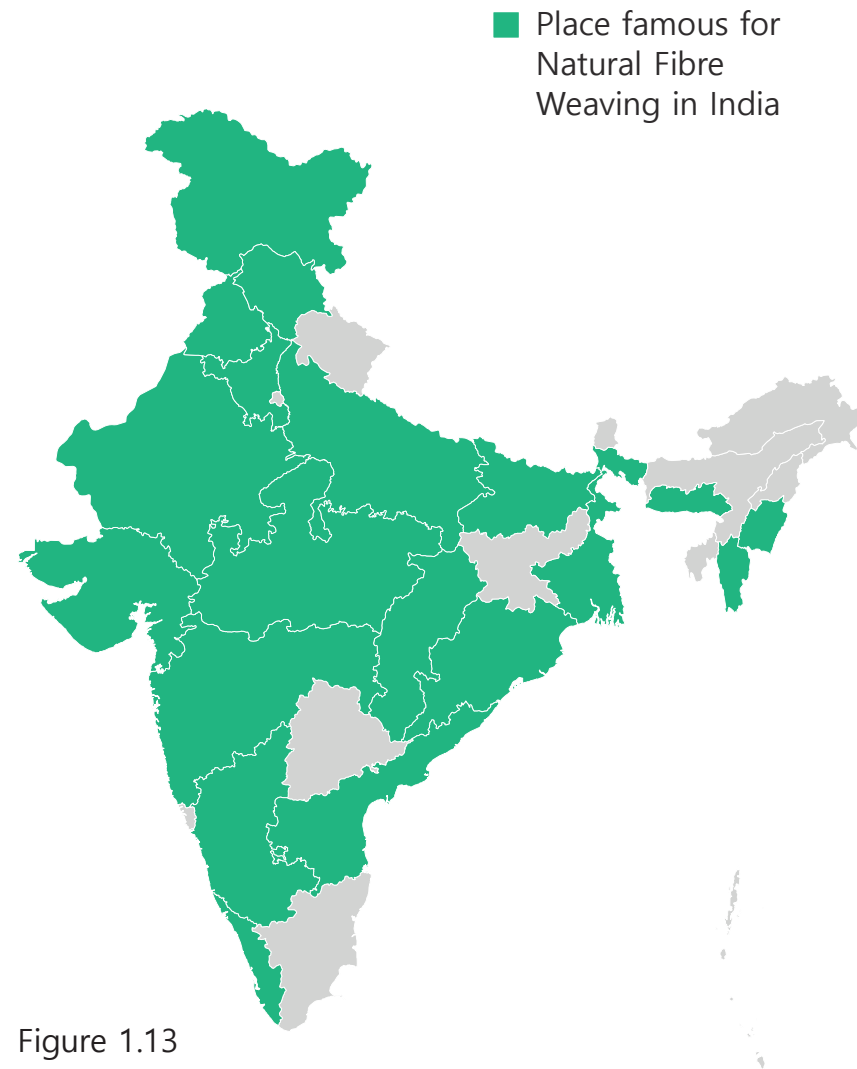


Figure 1.13



Dhurries Jodhpur



Bhavani Jamakkalam, TN



Batto Bai dolls



Pathamadai Mats, TN



Phulkari embroidery, Panjab



Mirzapur carpets of UP



Wool Cotton Dhurries by Kalavilas



Bommalu Dolls, AP



Rajasthani copra dolls

Figure 1.14

Stone Work

The art of sculpture is the poetic expression of stone craft. Sculptures of deities, decorative for house interiors, modelled on classical prototypes, continue to be made in every nook and corner of India. In the interiors of India such sculptures and exquisite figures are carved in relief with details engraved in fine lines. These objects are handmade artistic work made using hammer and chisels. Madhya Pradesh, Bihar, Orissa and Rajasthan are well-known centres of production of beautiful stone crafts.

Types of Stones

Sandstone, Soapstone, Granite, Marble

Tools used

Hammers and chisels of various shapes and sizes, local names as 'Muna', 'Patili', 'Martual', 'Thuk-Thuki' and 'Nihana'. An electric grinder is used at times, to quicken sanding and filing.

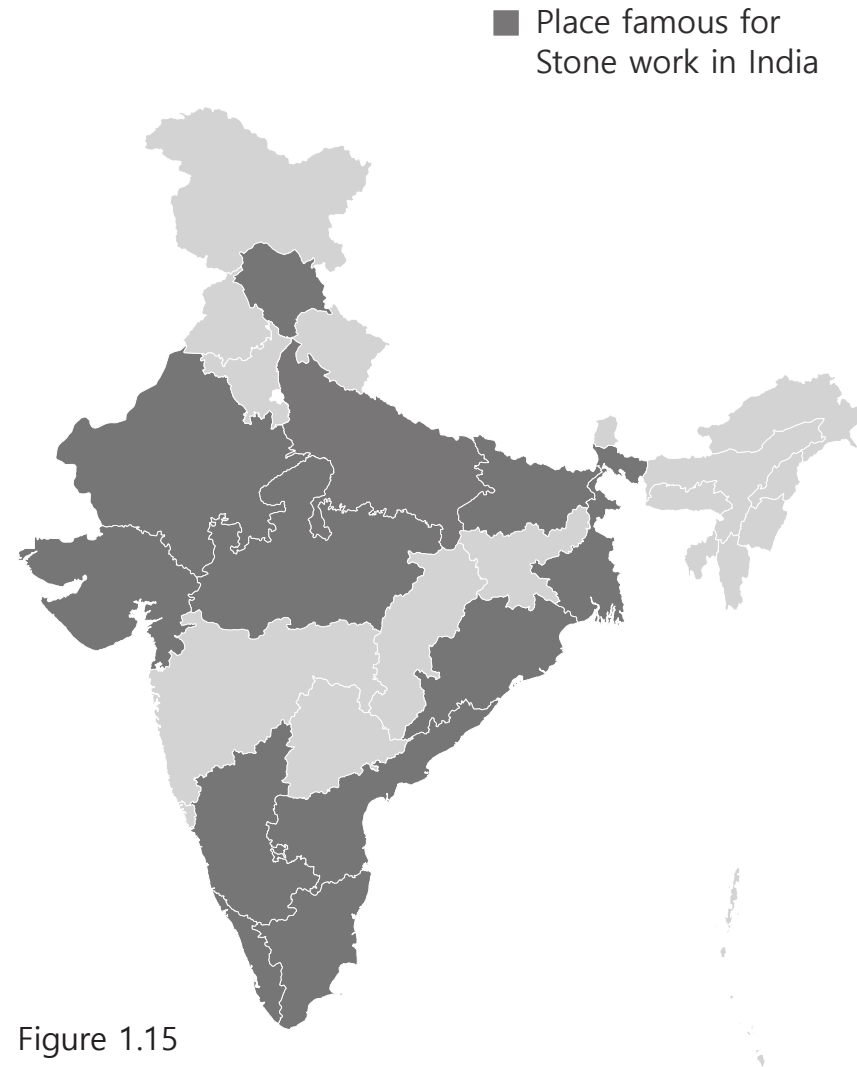


Figure 1.15



Figure 1.16

Wood Work

The art of wood carving is very old craft in India. Since time immemorial, man had started decorating his home by using wood carving methods. They used to make dolls and toys for their children. Wood craft in India is a common heritage and is found to exist across all parts of the country. The modern wood carving has touched a new height of sculpturesque perfection. At maintain traditional local flavour at the same time.

Commonly used woods

Chestnut, Walnut, Mahogany, Teak, rubber wood, Red cedar, Silver wood and Nepal wood, Deodar, Chikri.

Tools used

Basic tools are carving knife, a gouge, the chisel, a mallet, V and U shape tools and grained or sand paper.

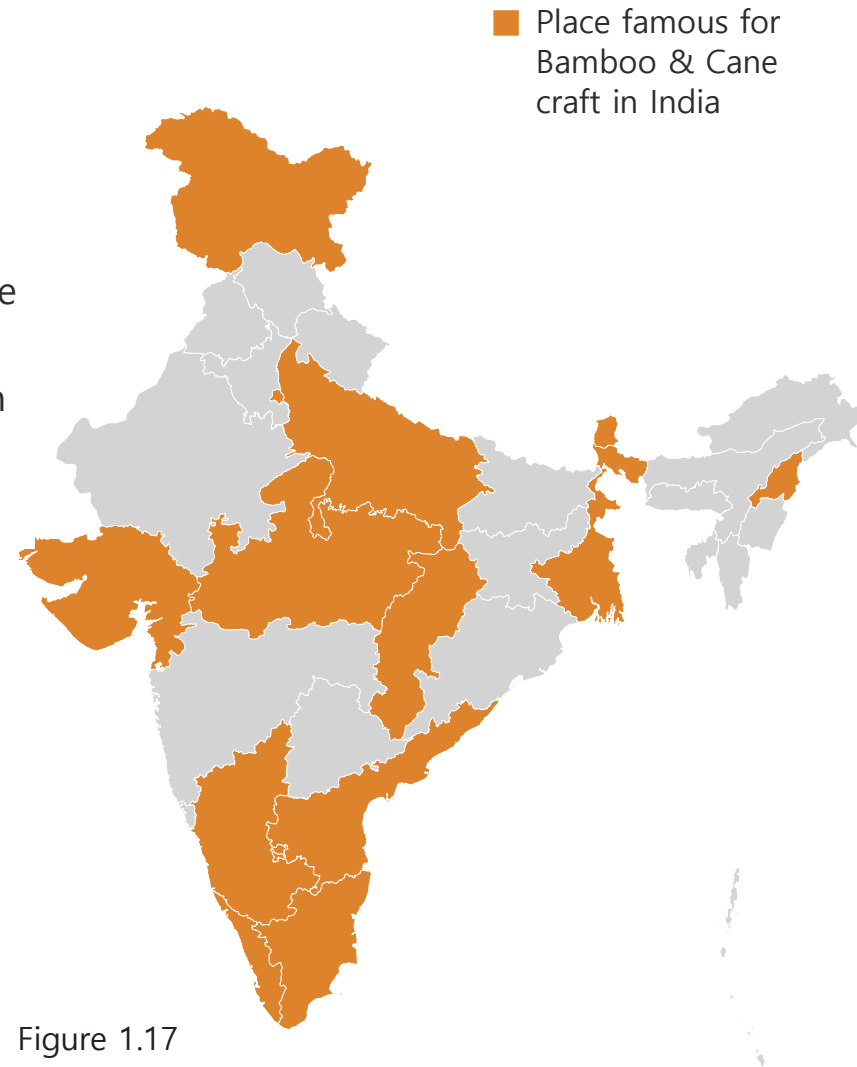
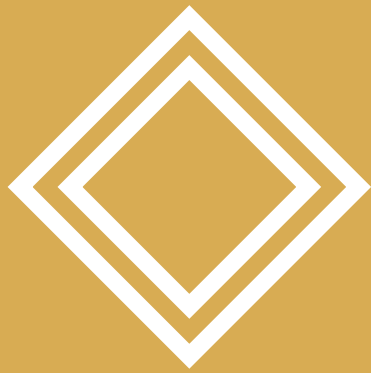


Figure 1.17



Figure 1.18



02

**Study of Furniture
Anatomy &
Styling**

Traditional Style

Indian style interior design is among the most exotic, interesting and complex decor styles to work with. Due to the differences in the culture, history and art across the country, Indian interior design has many variants. Nonetheless, here are 8 elements that capture the essence of this enchanting style.

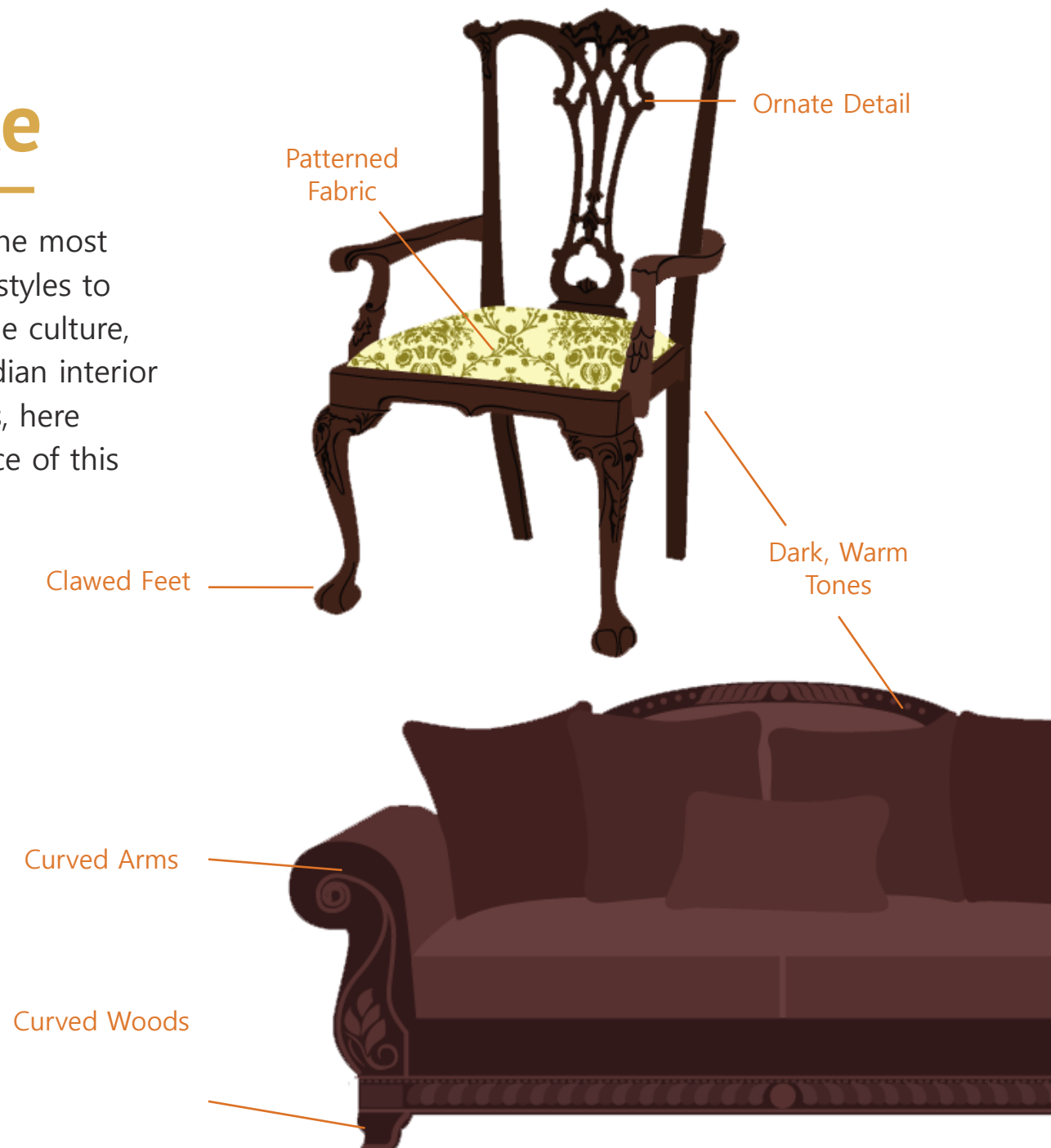


Figure 2.1

Contemporary Style

Typically, contemporary designs feature minimal to no accessories compared to other designs that emphasize decoration and style. With contemporary furniture, patterns are subtle and smooth profiles are expected. "Simple and sleek" is a great way to describe this style. However, the designs may be simple, but the statement made with contemporary furniture is bold.

When it comes to colour choices, tan, beige, cream, black, and white are very common colour choices when considering a contemporary style.



Straight Lines, Sharp
Corners, Wide curves

Sleak Appeal



Industrial Materials

Bold Statement

Figure 2.2

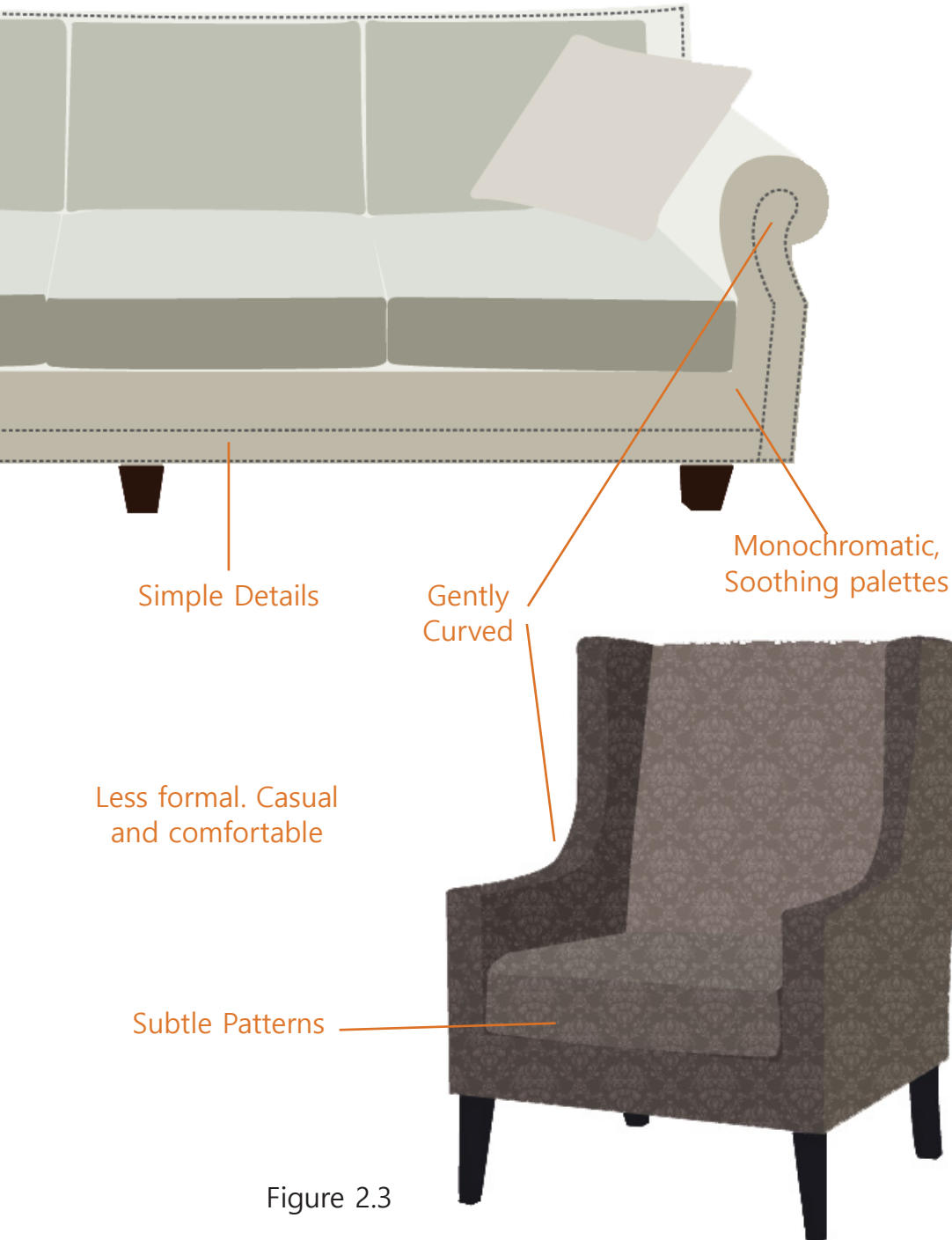


Figure 2.3

Transitional Style

Furniture in a transitional style combines qualities from both traditional and contemporary styles. This is a style ideal for those who find traditional furnishing styles too old fashioned and stuffy, and modern styles too cold and lacking in warmth.

The transitional style is not restricted to just the furniture profiles, shapes, and sizes, but carries through to finishes and materials including fabrics. As the word "transition" implies, this is the style that transitions or falls between a very traditional style and an ultra-sleek modern style. Individual furniture pieces in a transitional style may lean toward being either more traditional or more modern, but they stay away from both extremes.

In essence, this is what professionals in the furniture and home furnishings industry are talking about when they talk about an "updated classic" or "timeless design".

Furniture Features

	Contemporary	Transitional	Traditional
Shapes	Straight Lines, Sharp Corners, Wide Curves	Simple And Sophisticated Lines, Soft Shapes, Gently Curved	Curved Lines, Tapered Legs
Form	Spherical, Sleek Appeal	Medium scale, so the furniture is neither overly large nor minutely small	Crown Molding And Decorative Trims
Material	Industrial Materials, Metals	Use Of Both Traditional As Well As Contemporary Materials	Plush Fabric, Dark Woods, Lustrous Accent Materials
Process	Advanced Industrial Process	Industrial Process	Hand work, Minimal machine work
Colour	Solid, Bold Colours, High Contrast, Monochromatic	Monochromatic, Soothing Palettes	Rich Colours, Dark
Finishes	Metals And Solid Surfaces	Glossy Or Matte	Highly Polishes, Glossy
Fabrics	Synthetic	Synthetic	Plush Fabric
Details	No Intricate Detail	Minimal Details, Machined Work	Intricate Details
Texture	Micro texture	Subtle	Raw Wood Texture
Pattern	Subtle with use of non woven- Non pattern fabrics	Subtle with woven-pattern fabrics	Exquisite Or Loud
Motif	Less Use	Medium Use	More
Visual Weight	Less	Medium	More
Assembly	Can be assembled or disassembled as per requirement	Can be assembled or disassembled as per requirement	Mostly One Piece

Feature Bar

On the basis of the furniture features chart shown on the previous page, a feature bar was made to compare all the products and evaluate them.

All the products chosen were highly popular and targeted specially towards the Indian urban homes. The three categories were made as a traditional, transitional and contemporary. All

the product's features are evaluated under these three categories and then the average score of the product was mark to see the overall positioning of the product. (Refer figure 1)

In total, 25 products from different furniture categories were evaluated with this tool to find out what style of furnitures the leading craft companies are offering to the urban consumer.

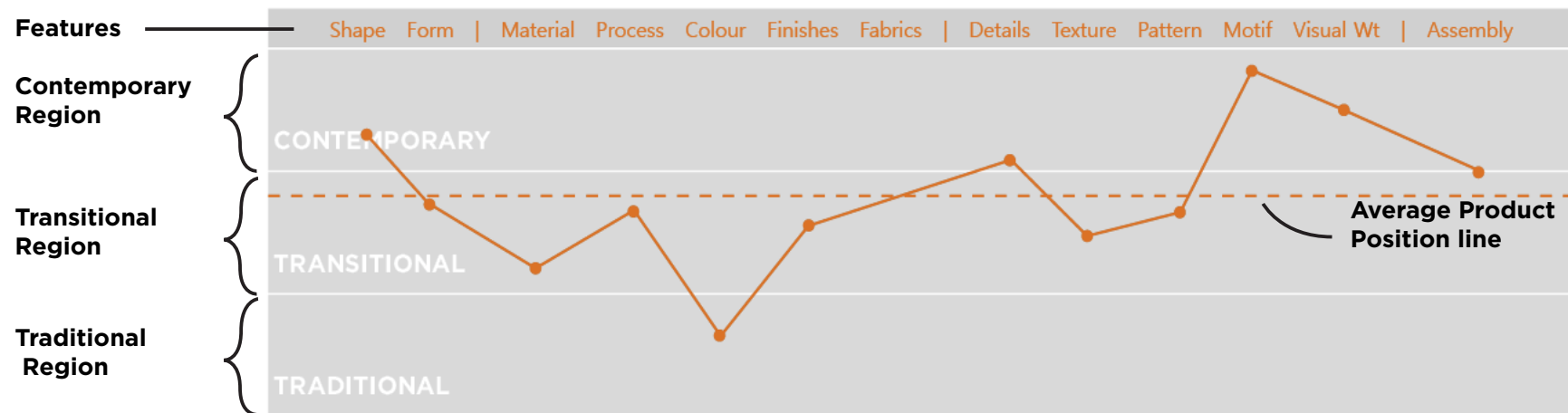
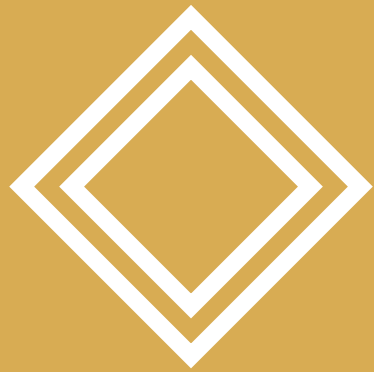


Figure 2.4



03

Branding & positioning

Mapping products on Feature Bar

In this section, the products from popular craft brands e.g. FabIndia, Godrej Interio as well as street furnitures shop products were mapped in the feature bar to find which style among traditional, transitional and contemporary, the product portray, what are the changes these brands makes to position the product to fulfill the needs of urban users. Following is the list of portals and shops that are bridging the gap between the maker and the consumer.



1.



◀ Floor Mirror With Sheeleves

by **Fabindia**

INR 15,900

Material: Mango

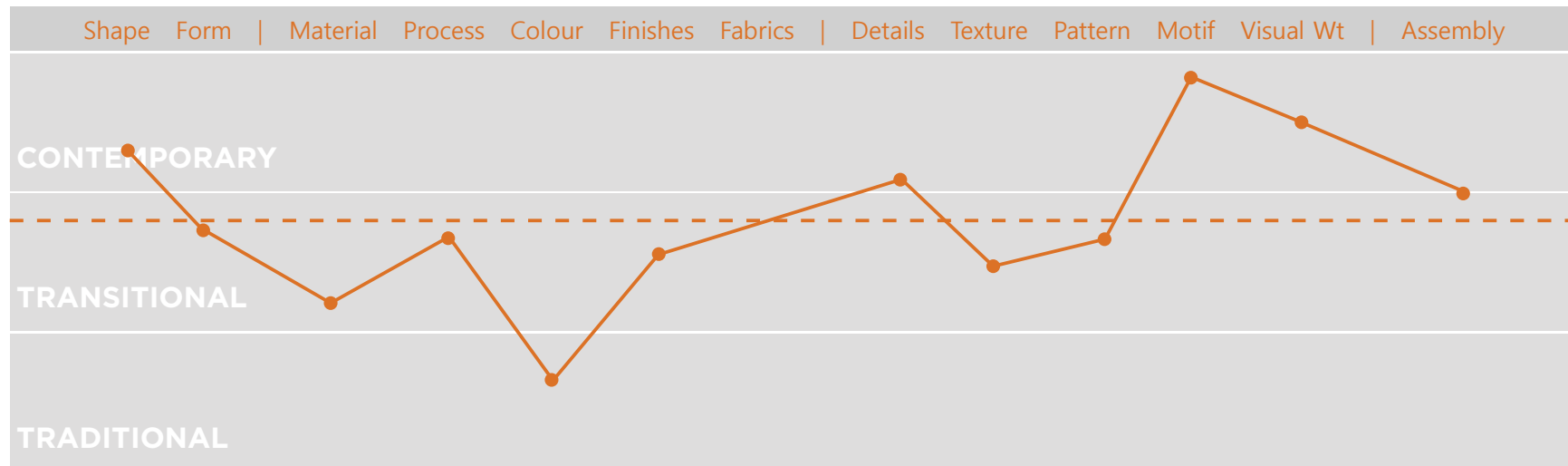
Description : Lean and tall, this sophisticated floor mirror comes with an elegant brown finish and is ideal for brightening up the interiors of your house. Sporting a solid sheesham wooden frame, this full-length mirror can make your morning routine a breeze. There Back of the mirror has 3 shelf which can help you keep the dressing area neat and tidy.

Review:

This floor mirror is very subtle and urban in its appeal. With clean lines with soft edges, simple and square egdes gives in more conteporary look. Craft value is very less here as there is no traditional carving or any use of motif. Only use of mango wood adds it as a traditional value.

<http://www.fabindia.com/products/root-furniture-bedroom-mirror/fabindia/floor-mirror-with-sheelevs/pid-11602016.aspx>

Figure 3.1



2.



Figure 3.2

<http://www.fabindia.com/products/root-furniture-dining-room-dining-table/fabindia/mango-alivio-with-drawer-and-wheels-trolley/pid-11499900.aspx>

◀ Mango Alivio With Drawer and Wheels Trolley

by **Fabindia**

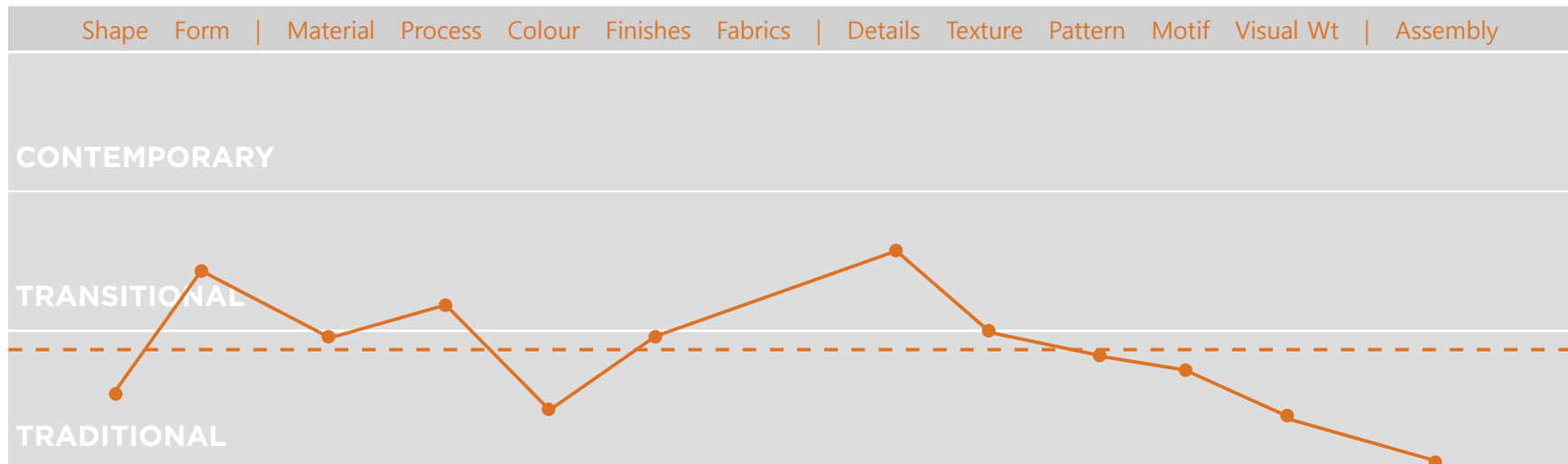
INR 16,500

Material: Mango Wood

Description : Make dinners stylish with this wooden Mango Alivio Trolley that exudes simple elegance. The caster wheels on this piece ensure smooth movement but also provide for convenient serving. It comes with a complementary wooden tray that has convenient handle holes. The lower shelf has a provision to hold six bottles or those delicate-stemmed wine glasses, along with space to hold other glassware. The trolley also has two drawers to store essentials like beer and wine bottle openers, and a conveniently placed trolley handle for enhanced functionality.

Review:

The product looks very traditional because it boost features such as turned or cabriole legs, thick border for drawers with metal button type handles, long big carved arched handle to push the trolley, use of dark colour shade.



3.



Figure 3.3

<http://www.fabindia.com/products/root-furniture-bedroom-beds/fabindia/mango-moksh-queen-bed/pid-12097222.aspx>

◀ Mango Moksh Queen Bed

by **Fabindia**

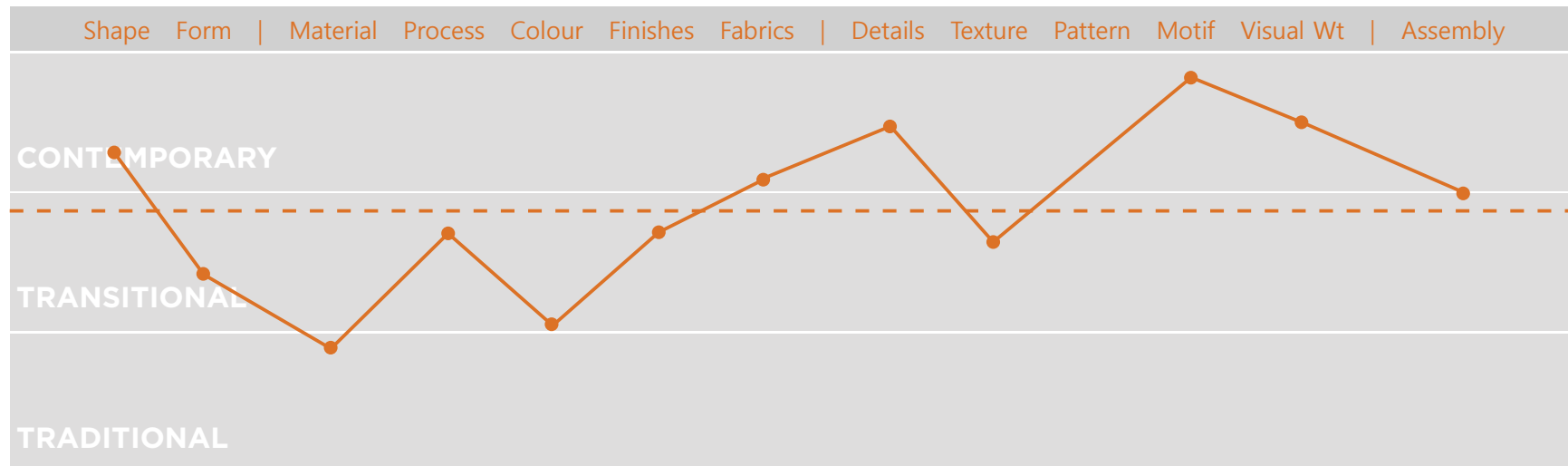
Rs. 42,900

Material: Mango Wood

Description: This queen size bed has been skillfully curated using premium quality mango wood. The mattress base of the bed has been designed to border the mattress. A delicate curve enunciates the headboard.

Review:

Simple minimalistic bed design is targeted towards the modern homes. Nothing artistic carving or decorative back, no cabriole legs or any added quirky element. This piece cherish the beauty of minimalism, simple and clean design. Easy to manufacture.



4.



Figure 3.4

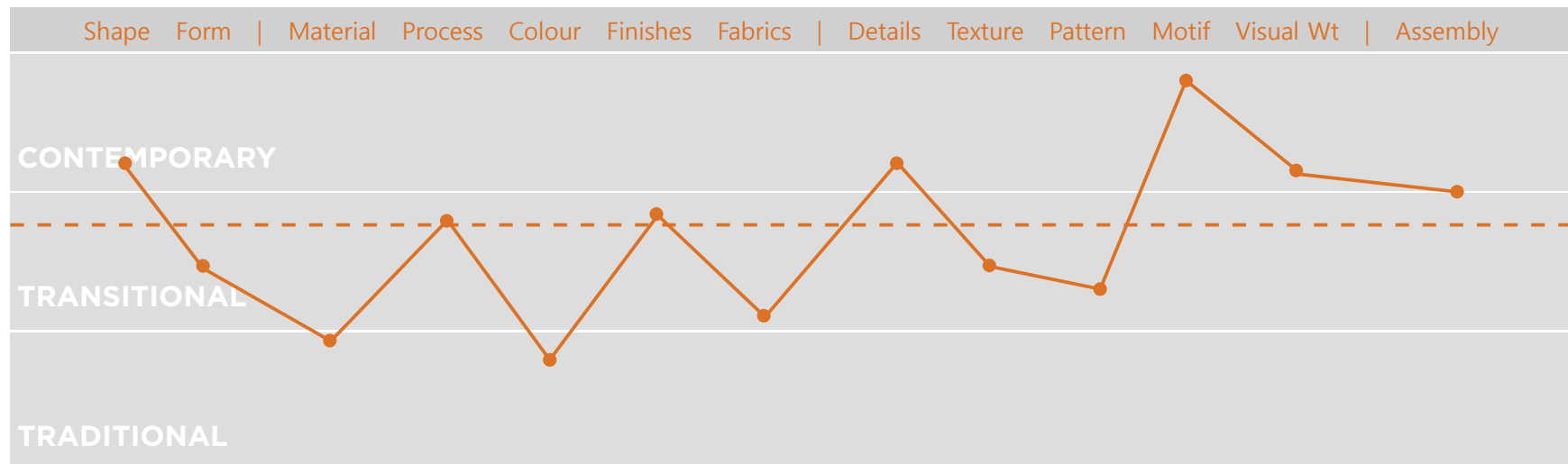
◀ Bedroom set with Eclipse Mattresses

by Fabindia

Material: Sheesham & Mango wood

Review:

The bed set its simple yet decorative bed design is targeted towards the modern homes. Nothing artistic carving or decorative back, no cabriole legs or any added quirky element. Repeatative composition of different sizes of rectangular holes seems quite inspired from Piet Mondrian artwork, hence gives it some artistic value.



5.



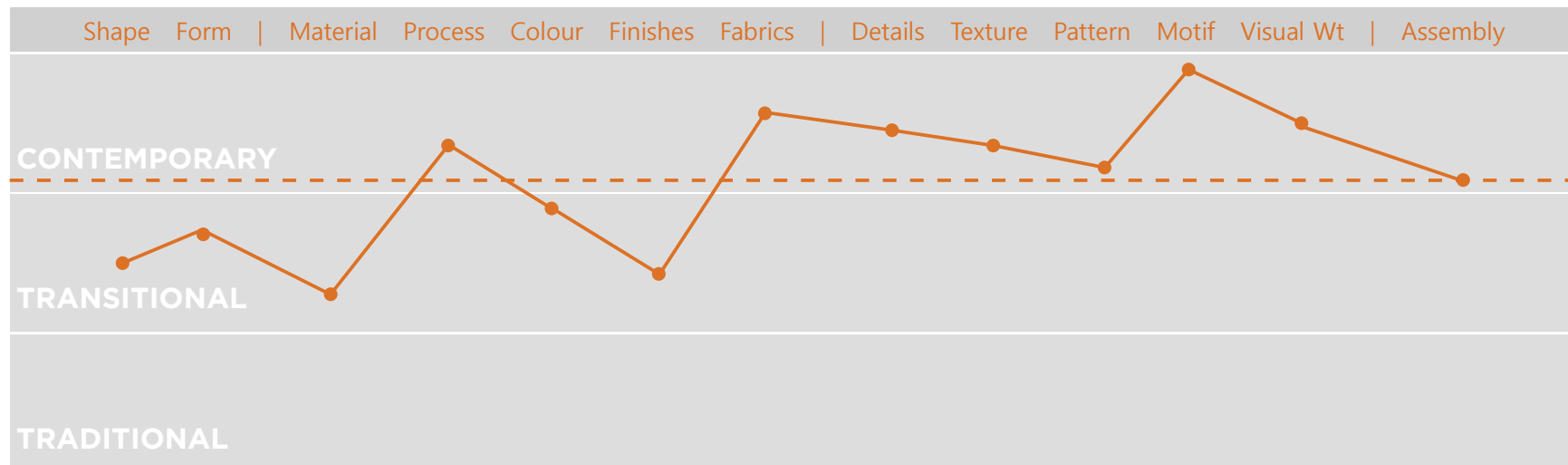
◀ **Bed set** by **U & US Home Design Studio** of **Godrej interio**

Material: Sheesham & Mango wood

Review:

Cushioned headboard creates a very relaxing visual, a few soft pillows on a cushy mattress and a velvety comforter are enough to create cozy bed. Visually dark brown and ivory combinations stands out and can make up a good bedroom interior. Overall set up gives a very relax and soothing experience. Targeted to modern middle class people with the simple yet good aesthetic design.

Figure 3.5



6.



Figure 3.6

◀ Sheesham Slatted Back Dining Chair

by **Fabindia**

Rs. 6,900

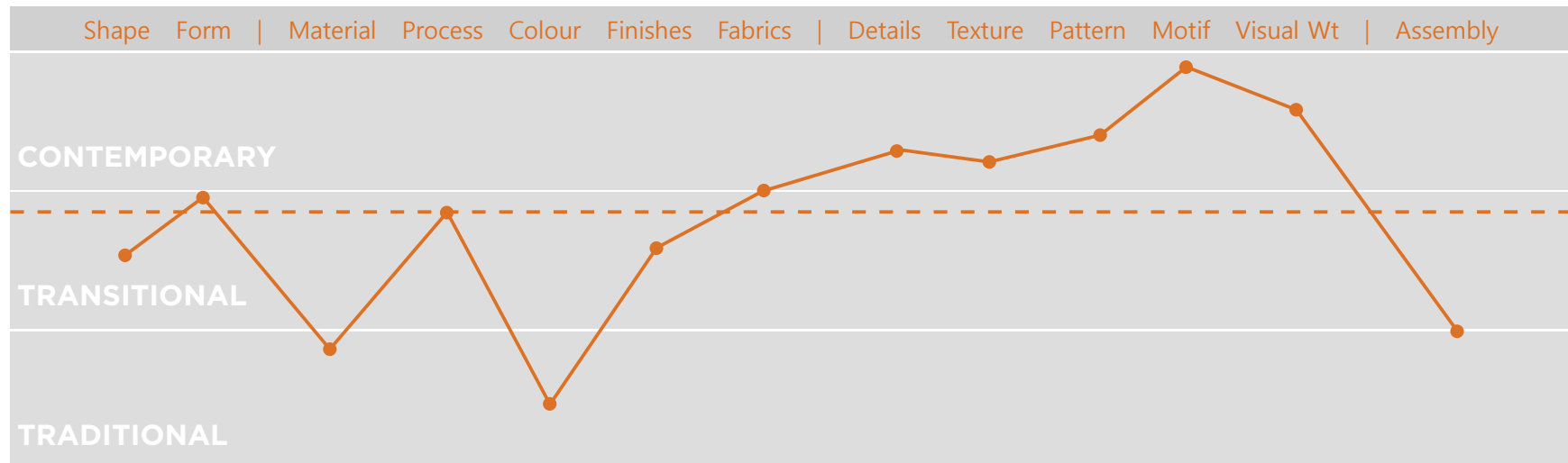
Material: Sheesham Wood

Description: Make your meals more comfortable with the slatted Dining Chair. Made of high quality Sheesham wood, no assembly is required for this product.

Review:

The piece of furniture is born of more modern styles, such as Bauhaus and post-modern with clean lines. Chair has no decorative features. Chair is more of a functional yet no arms provided. It doesn't features turned or cabriole legs, ball-and-claw feet or bun feet, arched backs and rolled arms. Upholstery fabric is solid ivory color which gives contrast to darker shade wood form.

<http://www.fabindia.com/products/root-furniture-dining-room-dining-chair/fabindia/sheesham-slatted-back-dining-chair/pid-11601424.aspx>



7.



◀ Small chair

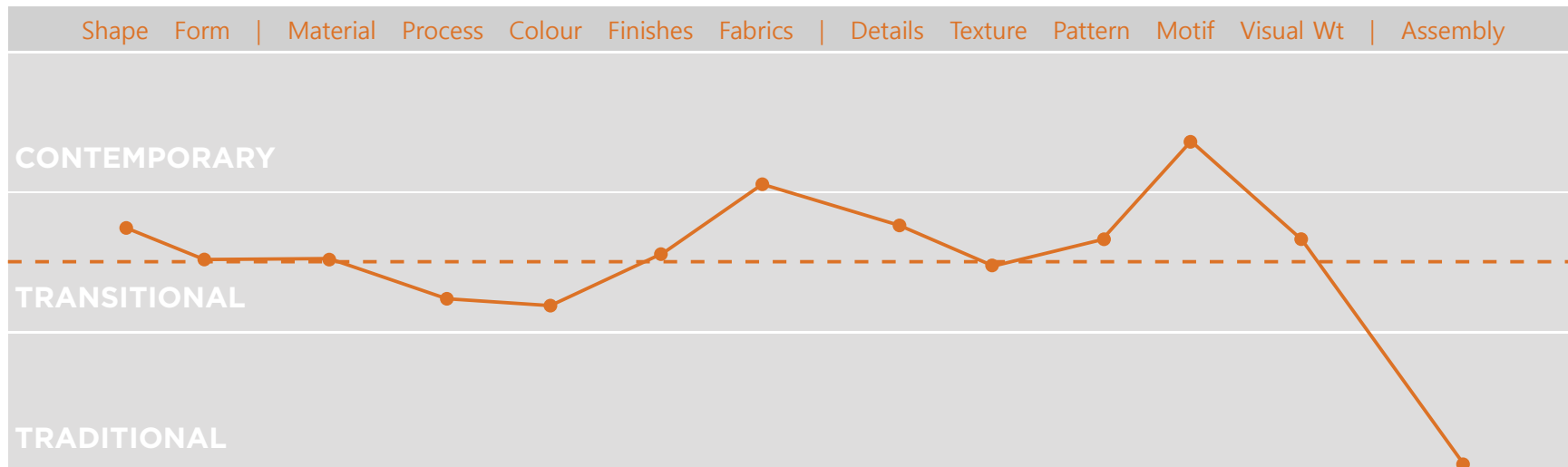
by **Fancy Furnitur, Dadar**

around Rs. 5000

Review:

This piece of chair is directly targeted to middle class people available at cheapest price in solid wood material. Everything is machine cut and hand polished by artisan at Goregoan. The cylindrical stripes for back arch make it more attractive as well as gives some traditional value. The design on the horizontal strip on top of back arch is the very common and can be found on many traditional wooden chairs. Addition of upholstery with bold graphics makes it look less expensive. Also the material looks very frugal.

Figure 3.7



8.



◀ CZAR HIGH BACK CHAIR

by **Fab India**

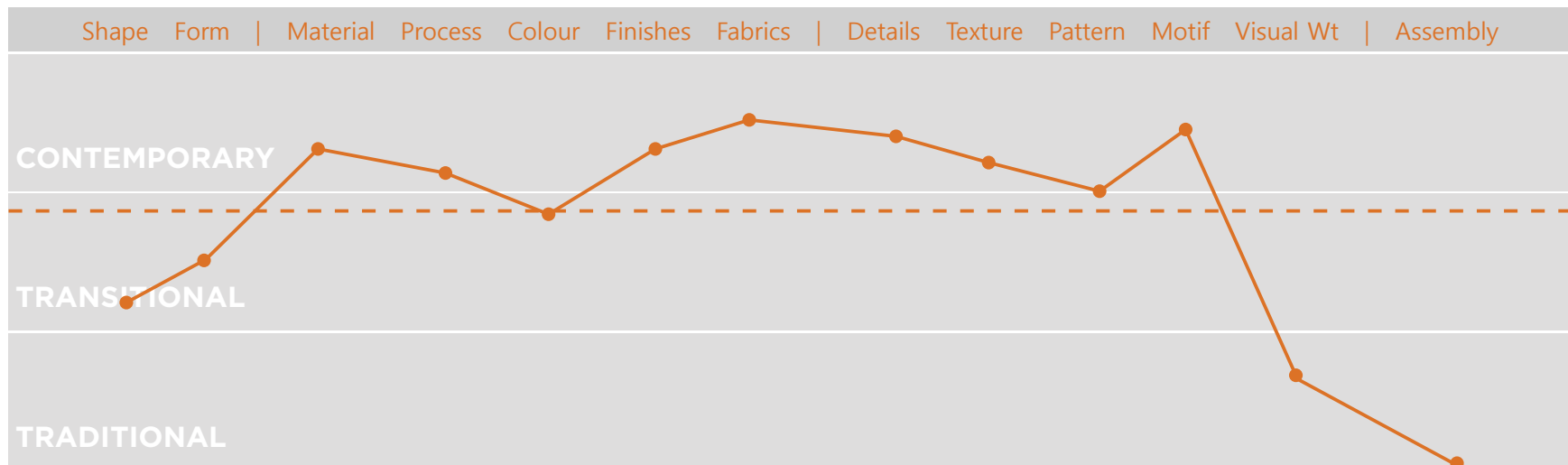
around Rs.24,500

Description: It's a comfortable upholstered sheesham & mango high back chair that offers a perfect balance to your living spaces or bedroom.

Review:

This piece of chair is directly targeted to upper class people who has enough space at home to accomodate it. This is a luxury furniture inspired from scadenavian design. Just the curvy claw feet and overall shape gives a little western 19th century look.

Figure 3.8



9.



Figure 3.9

◀ Sheesham Bali Folding Chair

by **Fab India**

Rs.10,500

Material: Sheesham Wood

Description: A great patio, veranda, and garden seating option, this wooden wonder is lightweight and easy to carry, allowing you to add an extra seat wherever you want. Consisting of sleek wooden slats across the curved backrest and the seat, this chair provides for ultimate comfort. Sporting a rugged and yet elegant design, this folding chair is a great addition to your existing chair collection. The legs come with stoppers for complete support.

Review:

Use of curved Wooden strips is the style we can see used in many traditional indian home furnitures. Be it to save the material but it brings the beauty and anethetics to the furniture. Quite expensive under the FabIndia brand but foldability add up to its functionality.

Shape Form | Material Process Colour Finishes Fabrics | Details Texture Pattern Motif Visual Wt | Assembly

CONTEMPORARY

TRANSITIONAL

TRADITIONAL

10.



◀ Rocking Chair

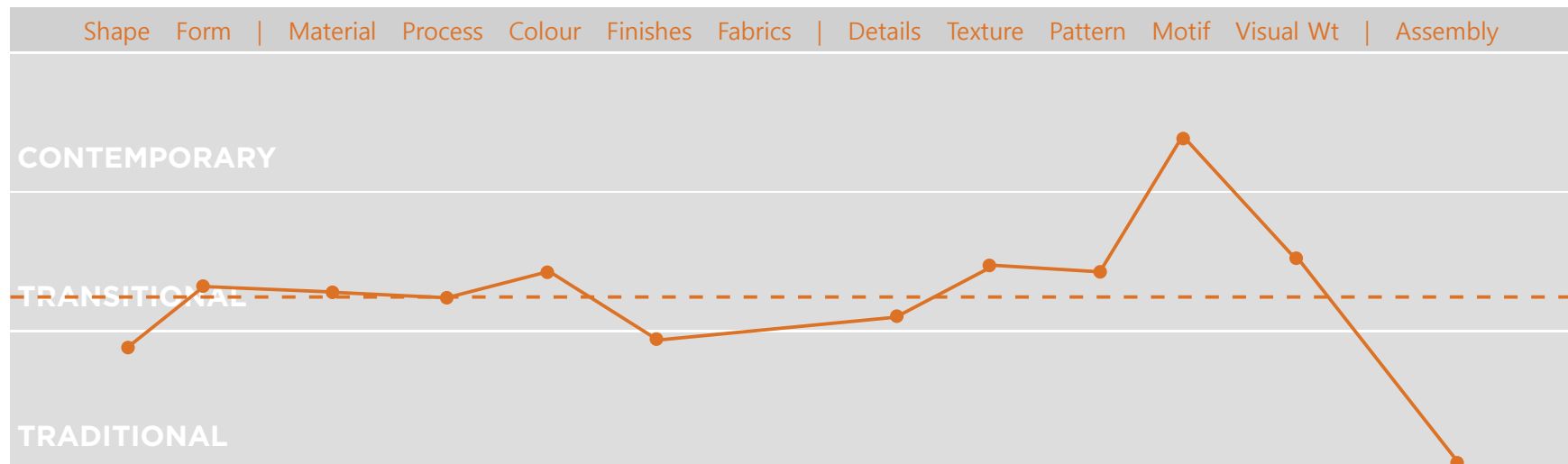
by **Fancy Funrniture, Dadar**

around Rs.5,000

Review:

The review on this chair is as same as for the Sheesham Bali Folding chair. The strips design can be change as per the users requirement.

Figure 3.10



11.

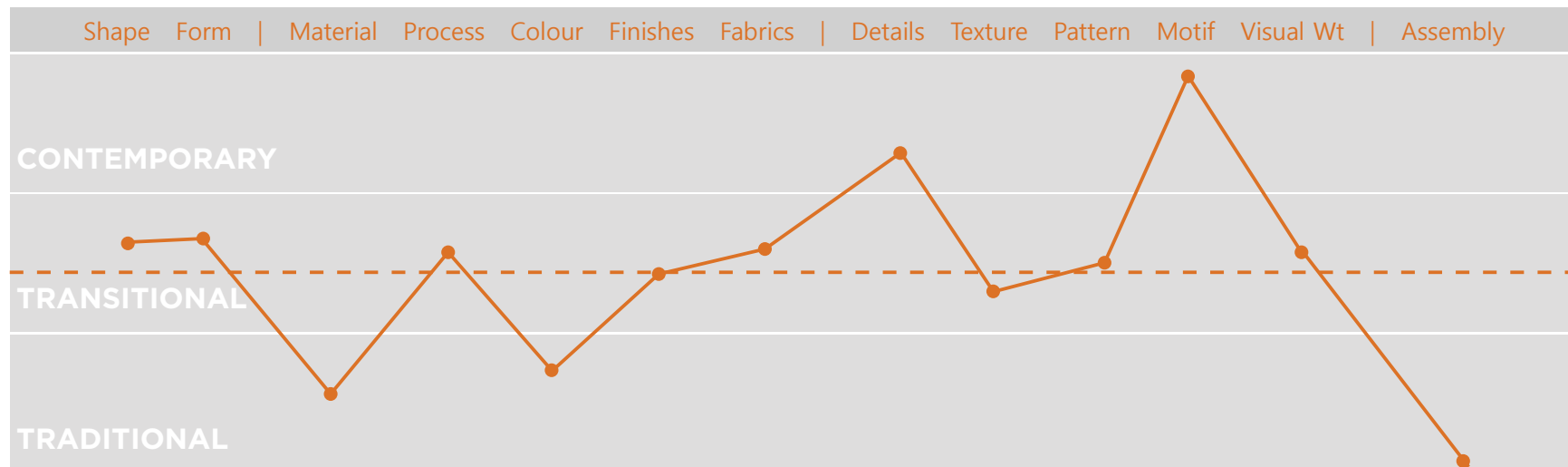


Figure 3.11

◀ Dining Chair

by **Fab India**

around Rs.7000



12.



Figure 3.12

◀ FN Dng Table Maven with Azzuro Chair

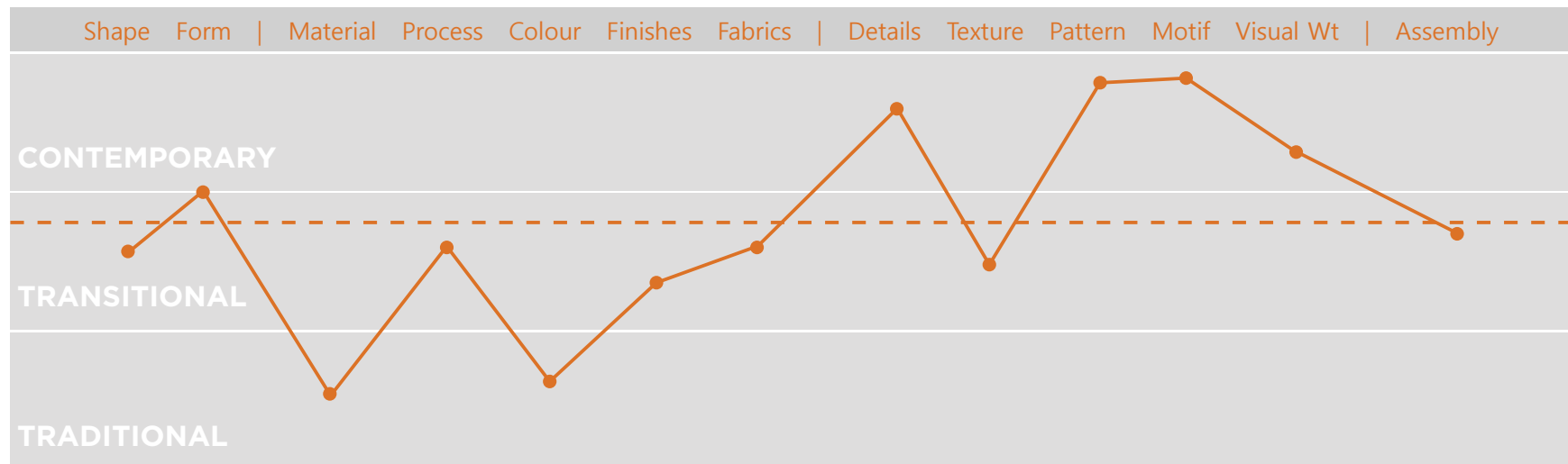
by **Fab India**

around Rs.10,500

Material: Sheesham Wood

Review:

Dinning set follows minimalistic design approach with no decorative work. Rectangular cross sections are followed through out all the members. Dark colored with smooth non glossy finish gives it more stylish look and the product is been persue as expensive one. Less of traditional Indian but more of a Japanese minimal style can be seen from the design. These can be easily manufactured locally so are cheap and in demand by most of the urban homes.



13.



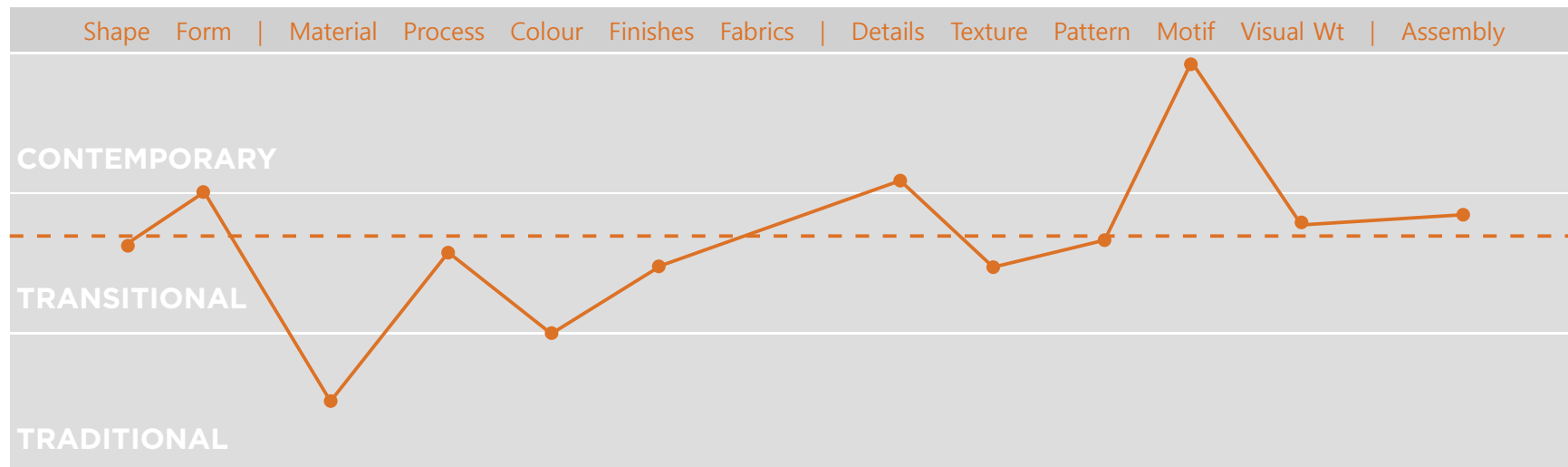
Figure 3.13

◀ FN Dng Table Maven with Azzuro Chair

by **Fab India**

around Rs.40,000

Material: Sheesham Wood



14.



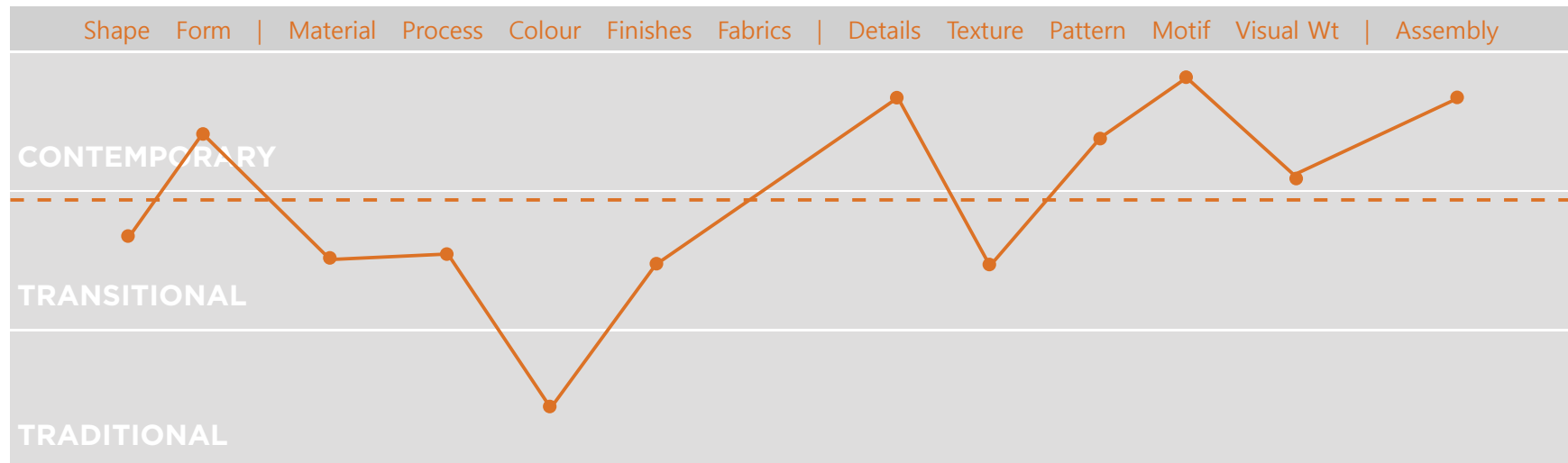
Figure 3.14

◀ Chair

by **Fab India**

around Rs.7,000

Material: Sheesham Wood



15.



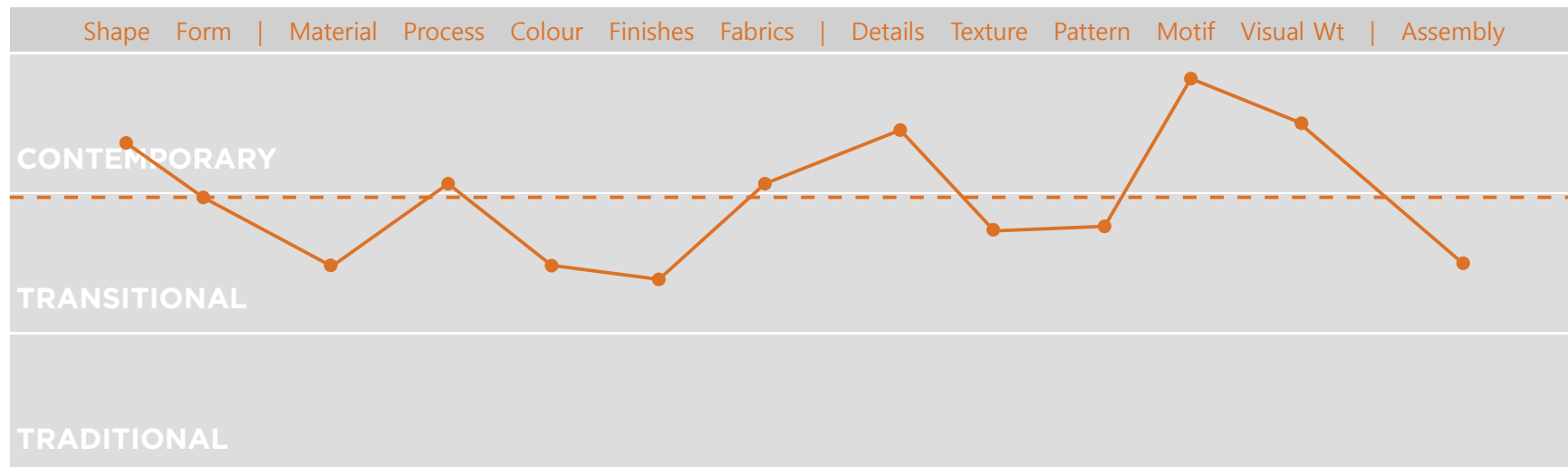
Figure 3.15

◀ FN Dng Table & chair Irang with cushions

by **Fab India**

around Rs.40,00

Material: Sheesham Wood



16.



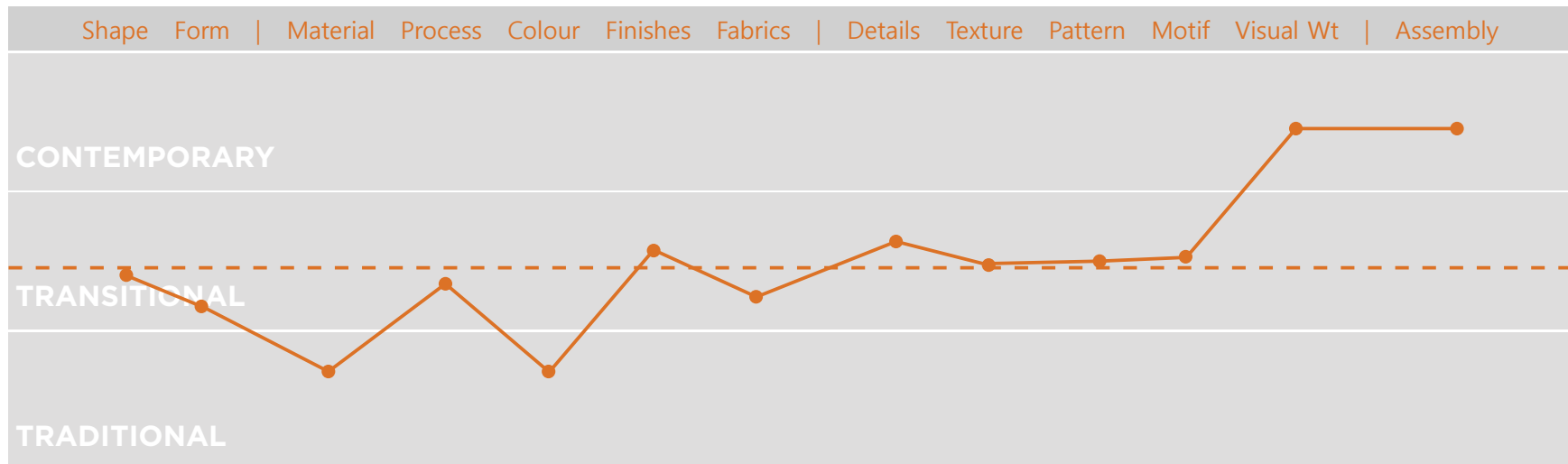
Figure 3.16

◀ Rest Chair

by **Fab India**

around Rs.7,000

Material: Sheesham Wood



17.



Figure 3.17.1

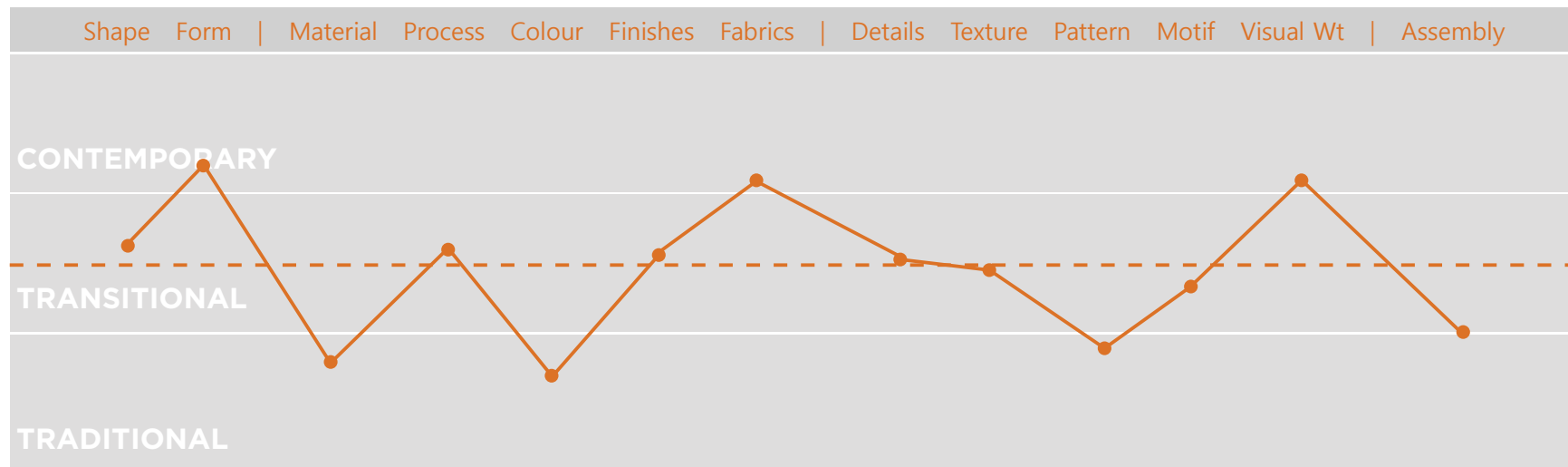


Figure 3.17.2

- ▲ **Sofa Set**
by **Fab India**
around Rs.35,900
Material : Sheesham Wood

Review:

Use of curved Wooden strips is the style we can see used in many traditional indian home furnitures. Be it to save the material but it brings the beauty and anethetics to the furniture. Quite expensive under the FabIndia brand but it adds up the traditional look to the living room.



18.



◀ Sofa Set

by **Happy furnitures, Dadar**

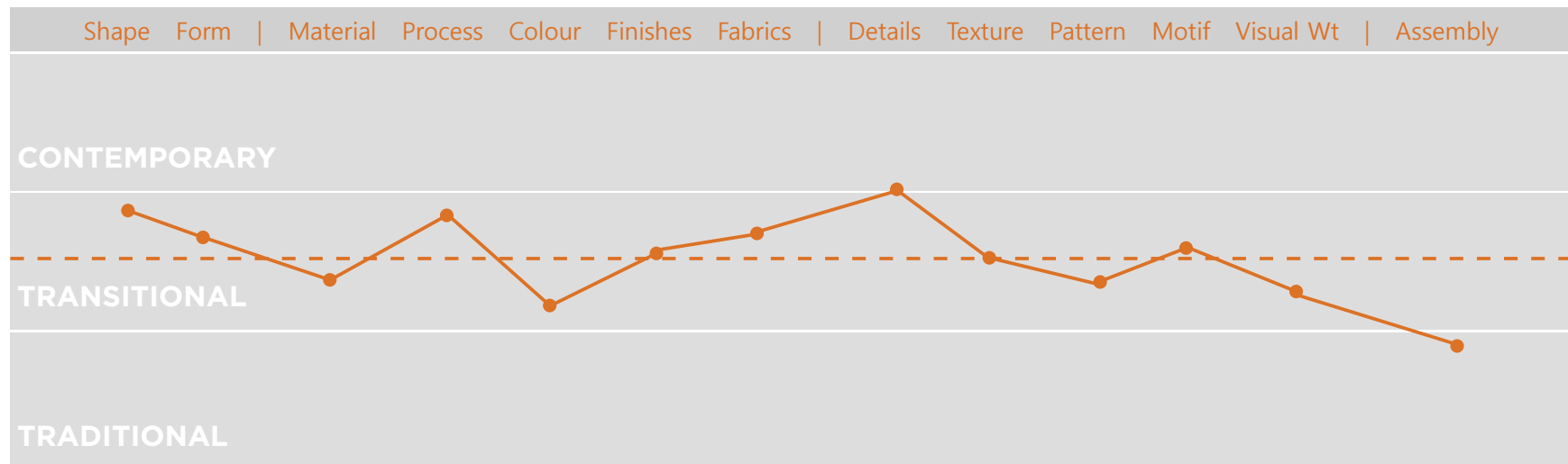
around Rs.25,000

Material: Sheesham Wood

Review:

Sofas have become an integral part of very urban houses. The product shown here is locally sold and has a good demand. These are locally made and design can be tweaked as per the buyers liking.

Figure 3.18



19.



Figure 3.19

◀ Mimosa single-seater Sofa

by **Fab India**

Price Rs.18,900

Material: Sheesham Wood

Description:

This classic sofa set is made using sheesham wood also known as the Indian rosewood because of its white and pink hues. It can easily blend with all kinds of decor. The cushions of the sofa are without upholstery.

Review:

The composition of wooden structures with pure white upholstery and pillow with Indian style artwork gives this sofa set a traditional look.

Shape Form | Material Process Colour Finishes Fabrics | Details Texture Pattern Motif Visual Wt | Assembly

CONTEMPORARY

TRANSITIONAL

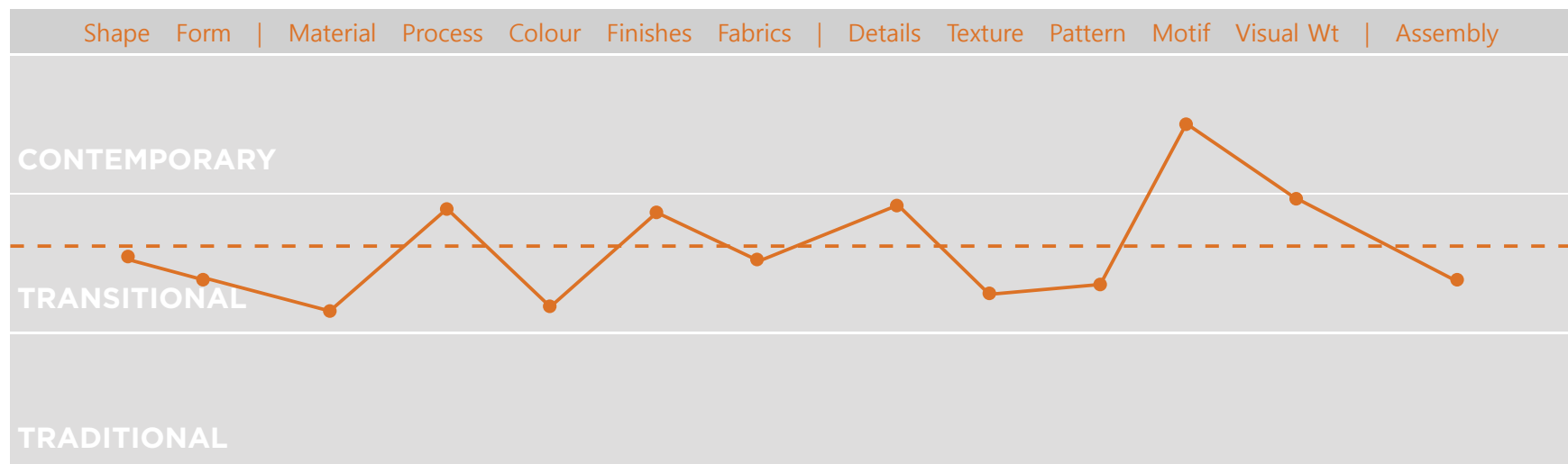
TRADITIONAL

20.



◀ **Sofa Set**
by Happy Furnitures, Dadar
Rs. 35,900
Material: Acacia Wood

Figure 3.20



21.



◀ Acacia Khimser Wardrobe

by **Fabindia**

Rs. 35,900

Material: Acacia Wood

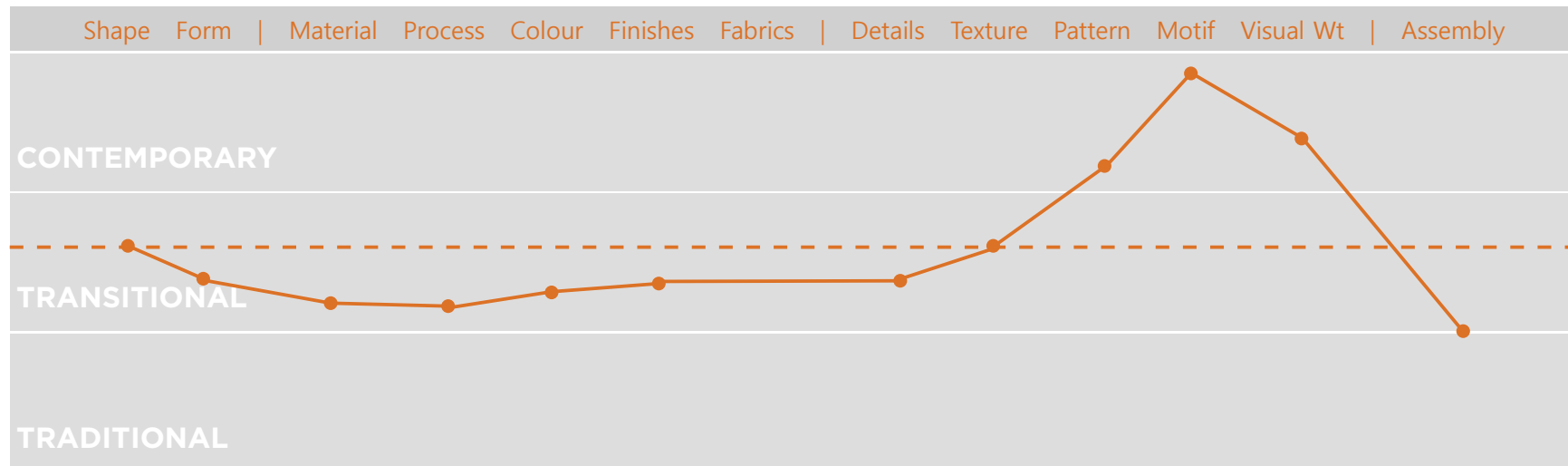
Description: Plain-jane and understated, this wardrobe with chest of drawers effortlessly complements any modern bedroom environment. Made of acacia wood, this bedroom wardrobe comes with spacious cabinet space and two drawers. Light brown colour and beautiful grains of acacia wood contribute to the visually pleasing finish of this piece. Cabinets and drawers come with rustic finish mushroom knob handles.

Review:

This product is highly targeted towards the contemporary home. Exposing the distinctive grain pattern of acacia wood makes it more fitted into contemporary homes where the beauty of raw structure is being cherished. Wardrobe legs are simple square with no artistic effects or carving. Door knobs are also minimal.

<http://www.fabindia.com/products/root-furniture-bedroom-wardrobe/fabindia/acacia-khimser-wardrobe/pid-11500176.aspx>

Figure 3.21



22.



Figure 3.22

Review:

The product following a timeless and classy design language which is rectagle form with chamfered edges. The same elements can be seen in traditional doors,

◀ Sheesham Storage Box

by **Fabindia**

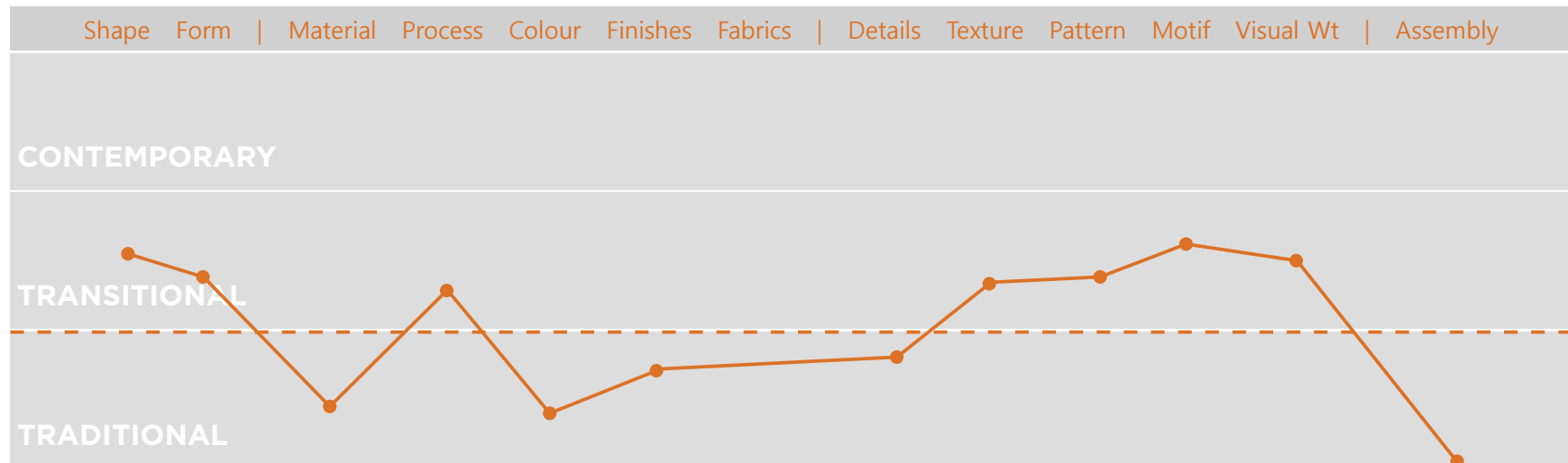
Rs. 24,400

Material: Sheesham Wood

Description: Let your storage space become more classy with this sheesham box. It comes in a rectangular shape and has a perfect finishing which makes this an elegant option for all your rooms.

<http://www.fabindia.com/products/root-furniture-bedroom-wardrobe/fabindia/sheesham-storage-box/pid-11521446.aspx>

windows. The idea of horizontal wardrobe is also old. Product looks heavy and grounded which doesnt make in fit into contemporary contest. Knurled border adds as an ornamental work to the wardrobe.



23.



Figure 3.23

◀ Mango Grand Wardrobe

by **Fabindia**

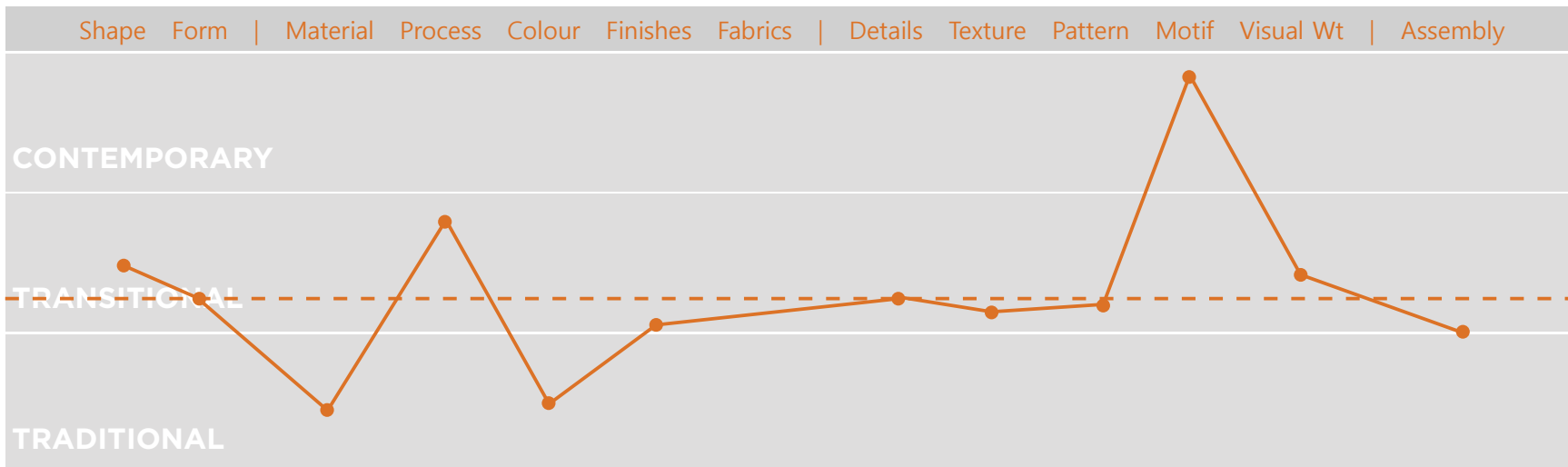
Rs. 51,900

Material: Mango wood

Add a bit of rustic furniture to your bedroom decor with this spacious reddish brown coloured mango wood bedroom cabinet - store your clothes, bags, bedding linen and more, effortlessly in this tall wardrobe. Featuring double doors with louvered panels, the wardrobe door sports an antique finish, carved brass knob, along with an embellished vertical motif along the handle. The wardrobe exudes a classic, vintage, country charm to your bedroom theme while being sturdy and strong at the same time.

Review

These worbrodes are designed in plain, simple fashion and portray the look of rural furnitures. Dark Brown finish add up the traditional look and feel. Brass knob, along with an embellished vertical motif along the handle increases art value for the product. These are targeted toward upper middle class homes who loves antique yet sofisticated furniture in their collection.



24.



Figure 3.24

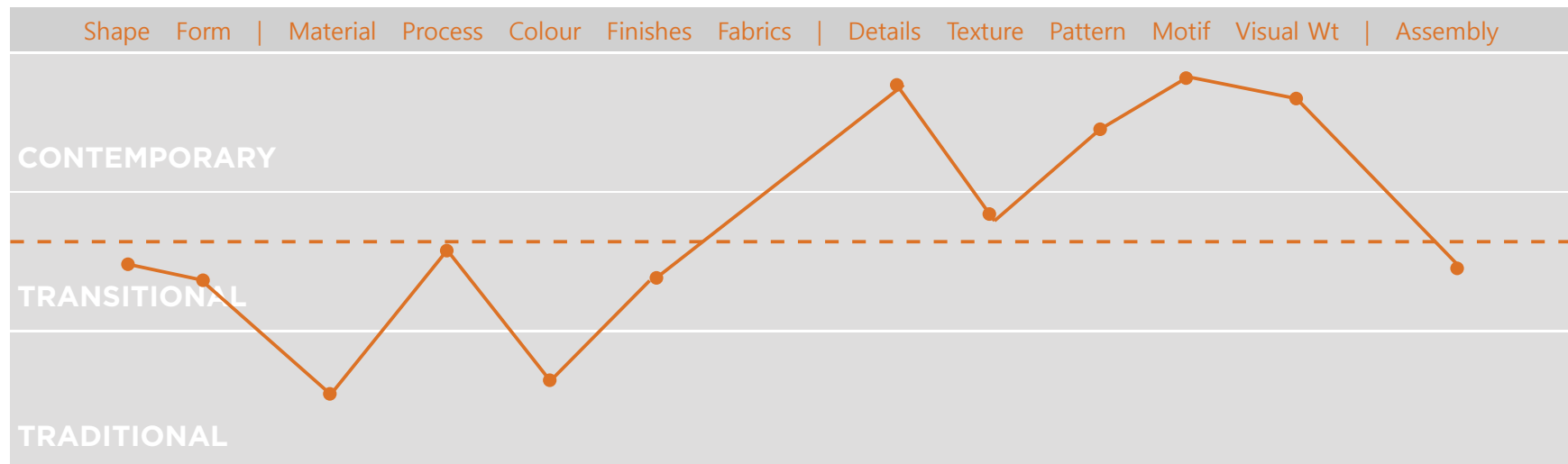
◀ Sheesham 3 Drawers 3 Doors Farmhouse Sideboard

by **Fabindia**

Rs. 48,900

Material: Sheesham Wood

Review: Flat simple modern design
Language



25.



Figure 3.25

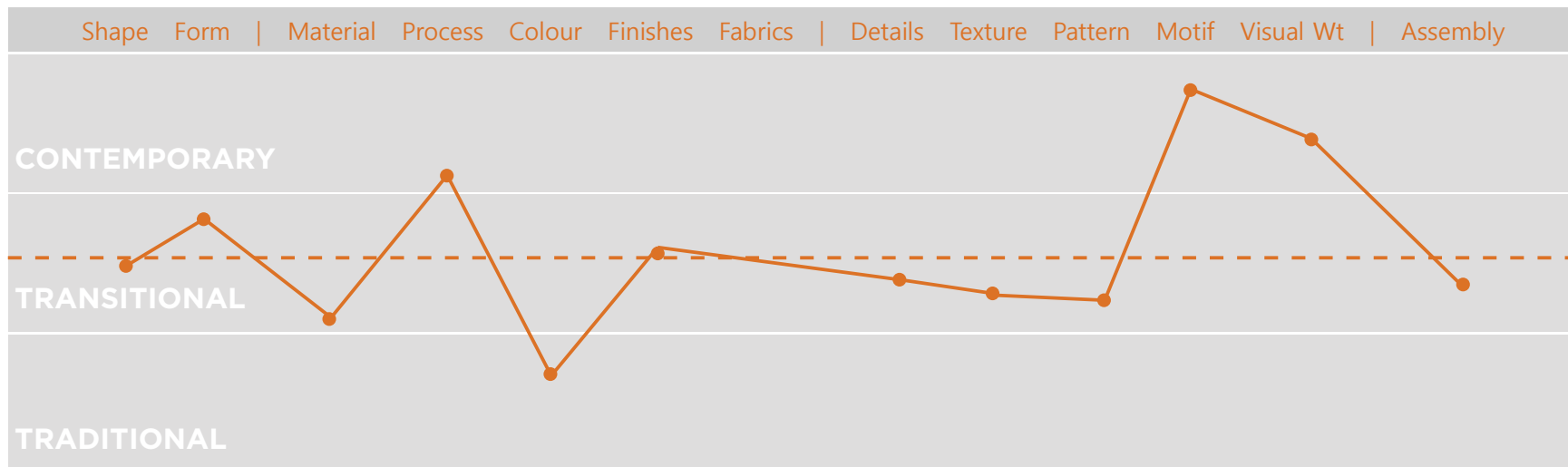
◀ Sheesham Esagona Bar Cabinet

by **Fabindia**

Rs. 32,900

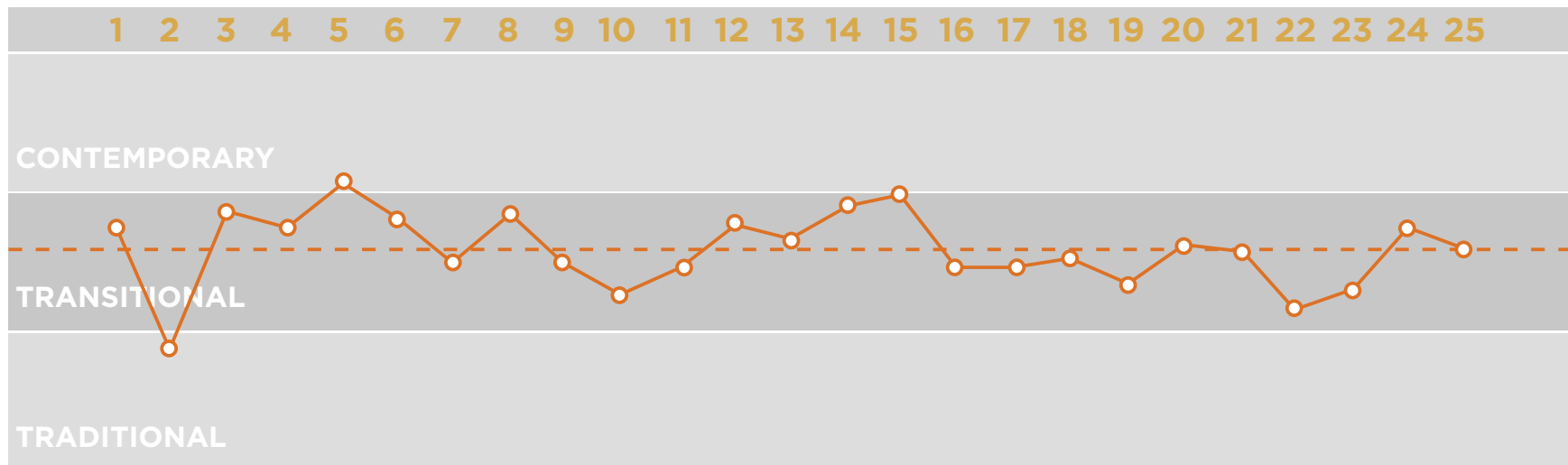
Material: Sheesham Wood

Review: Little decorative pattern adds up to art value.



Conclusion

After evaluating all the products it is been observed that most of the products are positioned under traditional style. Refer graph below, score of average product position line of all the 25 products has been marked in the particular style zones. We can see that average of these score with dotted line which mean most of the products sold in the market today comes under traditional style. These furnitures denotes a balance between contemporary and traditional features. Due to such balance they are the most popular choice of furniture for urban Indian consumer.



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Sofa



<http://www.wooden-temple.com/traditional-furniture.html>

Traditional

Chair



https://www.1stdibs.com/furniture/seating/lounge-chairs/19th-century-anglo-indian-mahogany-plantation-chair/id-f_2042242/



<http://thisforall.net/wooden-sofa-designs-pictures-in-traditional-indian-style/54>

Transitional



<http://www.ebay.co.uk/itm/DA-KOTA-SHEESHAM-WOOD-MODERN-DINING-CHAIR-FOR-TABLE-SOLID-INDIAN-FURNITURE-NEW-/122030881126>



<http://www.amazon.in/Sofas-Couches/b?ie=UTF8&node=5689464031>

Contemporary



<https://www.overstock.com/Home-Garden/Living-Room-Chairs/Modern,/style/2737/subcat.html>