

SPACES Home & Beyond launches Colour X Change this Spring Summer

Spaces Home & Beyond, India's leading brand of premium home fashion, has unveiled a vibrant Summer Collection for 2008. A celebration of colour, the **Colour X Change**, Summer 2008 Collection captures brilliant hues that are manifest in all walks of life. Designed to enhance each cosy nook and corner of your home with a splash of colour, the **Colour X Change**, Summer 2008 Collection offers you fine conversations in a vibrant balance between global colour trends and Indian culture.

Conceptually titled **Colour X Change**, the fashionable range of home linen and accessories showcases a vivid spectrum of colour drawn from four themes: colour in culture, art, fashion and Indian ethnicity. The **Colour X Change** Collection is available in four distinctive selections - Malaga, Paradiso, Dhoop and The Astoria Collection.

A celebration of the distinctive palette of colonial Spanish architecture, the **Malaga** story comes alive with the true Mediterranean blue punctuated by pink highlights in cotton. This vibrant selection has a classical European style; elegant yet energetic.

Dhoop is characterised by an eye-catching detail that is a re-creation of the traditional *taka and kangri* craft of Gujarat. The Gujarati *taka* served as inspiration as an ubiquitous quilt stitch detail, while the *kangri* offered multiple opportunities as hemline accents and surface ornamentation. A homage to the vibrancy of the people of the Indus, the Dhoop Collection in cotton gauze and natural satin offers customers an effervescent colour palette ranging from saffron, gold, warm earth and terracotta.

Astoria as the name suggests exudes opulence and impeccable style. A delicious combination of rich golden hues juxtaposed with creamy tones of Midnight Ivory on the finest 600 TC satin and polyester silk this collection draws inspiration from lifestyle hotels across the world.

Paradiso is a refreshing burst of magnificent colour; pink delight, tangerine, lime and cool water on fine cotton that capture the breathtaking natural beauty of the rainforest. The Paradiso print in particular draws upon the flora as a metaphor on an embroidered base rendering elements in a natural yet contemporary manner.

Speaking on the concept of the **Colour X Change**, **Mrs. Dipali Goenka, Director, Welspun Retail Ltd** said, 'Our Summer Collection is an ode to colour. Colour is a brilliant expression of the world around us and when used with imagination can convey myriad emotions and experiences. Our team of designers explored various facets to compile a multi-hued palette drawing from colours across history, fashion, various cultural contexts, astrology, therapy and of course art. The collection is also a showcase of international colour trends and was created in consultation with colour specialists, mavens on consumer culture and leading stylists in order to craft a range that truly enhances every space with its magic.'

SPACES Home & Beyond:

Spaces, Home and beyond is the Retail Home Fashion brand of the \$1.5 billion Welspun Group, that addresses the complete needs of the home decoration segment: **holistic home solutions for bed, bath, kitchen, living, dining and accessories**. The ranges incorporate International trends &

contemporary styles in a simulated home setting, making it easier for customers to mix- and- match the products they wish to purchase. Located all over the country, the stores offer an experiential shopping experience for the consumer, with co-ordinated home décor products. The home; a high involvement category needed space & touch-points for the consumer to shop. This is precisely the lacuna that Spaces, Home & Beyond has filled in .The brand ensures that the design driven products defined by quality and value find a place in every home in the country.

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