

Not So Paradoxical

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Casa Paradox — unlike its name — isn't really a paradox, although it does have some intriguing pieces and rather odd-looking art. Anindra Siqueira visited the store to find out more

If it's your first visit to Casa Paradox and you're confused about why it's sometimes referred to as Casa Pop, you're not alone — I didn't know what I was walking into either. Sandwiched between two sections of Casa Pop (like an Oreo made with pink cookie biscuits), Casa Paradox is a store that sells high-end interior décor. Aptly named, Casa Pop is a colourful brand that's targeted at a younger audience. Both brands are housed at Casa Paradox's store in the Raghuvanshi Mills compound at Lower Parel — it's hard to miss the large pink door once you get close to it.

Pop When you walk into the store, you're instantly greeted by another shot of pink. This is Casa Pop. Just like Paradox, Pop is an expressive brand, but it's more outwardly modern and energetic. The store houses trendy merchandise, from home décor pieces such as pillows, armoires and tea sets, to items that you can use to make a personal fashion statement such as clutch purses and jewellery. And, they recently launched a clothing line too. Some of it was extremely interesting — especially the intricately decorated iPad cases! The brand is showy and so, is more suited to a younger generation looking for trendy fashion accessories at a relatively low budget. Prices start at about Rs 1,000 but go up to a whopping Rs 2.5 lakhs.

Paradox *Mi casa es su casa*. Casa literally means cottage, or more colloquially,

house. And this is one large (and intriguing) house! It was co-founded by Raseel Gujral and Navin Ansal in 1993 and symbolises fine living. Saying that it's not a regular furniture store would be an understatement — the high-end interior décor, which includes sofas, chairs, centre-pieces and paintings, can only be described as neo-Victorian. Many of the pieces available at the store exude an inspiring mix of modernism complete with a stylish, archaic element. Take for instance the Zephyrus Throne, which has griffin embroidery and mirrored fascia with crystal accents. Another highlight is the Monte Cristo Bar, whose teak wood shutters are adorned with gold leaf and glossy black lacquer highlights.



What's more is that everything that you see can be customised to suit your own taste — they can make a bespoke version of practically any piece of furniture, if you request it. You can choose a fabric pattern for a couch set and even create a bespoke size or design for the furniture (if you want a couch to be made longer or shorter, for instance). Of course, you know what this means when it comes to pricing — I'm told that the prices of this uber-stylish premium décor are so hush-hush that they are only available on request. The store, with its high ceilings, has a post-modern feel to it. It's spacious and the furnishing sets are well laid out, so you can have a quick overview before deciding what you like best. The paintings displayed on the walls will make you do a double-take — I found some of the pieces very interesting. Casa Paradox is definitely worth a visit if you're furnishing a bungalow or if you want something unique for your office space. **Where** 12, Raghuvanshi Mills, Senapati Bapat Marg, Lower Parel **Contact** 9930036536