



Casa Paradox launches its new store in Mumbai

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Continuing the legacy of design excellence and embodying the drama of high voltage living, the house of cult living embarks on a new chapter with the launch of Casa Paradox Bestsellers and Casa Pop Home & Fashion in Mumbai.



Following its immensely successful seven-year Mumbai journey in late 2010 as Paradox Pink, Casa Paradox arrives with its bestsellers chosen specifically for the Mumbai market by Raseel Gujral Ansal herself in the brand's first-ever franchise model headed by Noor Ansal Punj.

Co-founded in 1993 by India's leading lifestyle creator, Raseel Gujral, and businessman Navin Ansal, Casa Paradox symbolizes fine living, with products embodying global refinement and an indigenous design sense reflective of contemporary & classic designs from the world of interiors. The launch of Casa Paradox in Mumbai will reveal, among others, the 'Neophile' collection, which includes powerful statement pieces that are glamorous and engaging.

Casa Pop, the young and kitschy pret diffusion line of Casa Paradox, puts emphasis on 'High Voltage Living' with a design language that is born in India, made in India, for the world. The all-new showcase is a composition of handpicked products, along with new offerings in design innovations, by Raseel Gujral Ansal. This one-of-a-kind retail concept presents a range of limited edition pieces that echo the brand's legacy whilst ensuring it appeal to the trendy and vibrant urban consumer.

Commenting on the occasion, Raseel Gujral Ansal says, “We are very excited to open our doors in Mumbai, especially at this time, when we are exploding into a journey of design revolution. The crux of our ethos is to celebrate India and aspire to its timeless, original style”.