



## Sublime inspiration in furniture

**E**ast Lifestyle Store, Koramangala, has unveiled its new range of exclusive contemporary furniture called 'Sublime'. The range has been specially launched to meet the needs of the growing IT population in the City. Bangalore is home to thousands of IT professionals. East lifestyle store decided to launch an exclusive range of hi-end contemporary furniture to meet the growing needs of the City's IT population as a logical step.

A release quotes Mr D R Bhasin, the founder of the store, as saying, "A lot of the IT professionals want something exclusive and are ready to spend. But they often complain that most of the furniture available today is very common. It was then that we decided to launch Sublime – a range of hi-end contemporary and exclusive wood furniture, which meets the needs of this segment."

The furniture is distinctively modern with bold forms, minimalist by nature and at the same time characterized by a touch of warmth, manifesting itself in details like rounded corners, bold carvings and some fusion concepts.

Each piece is a unique blend of machine age style and hand crafted elegance. The design style broadly is, modern with a touch of Victorian or contemporary as well as colonial. The colours are mainly browns and all tones. East's Sublime is officially their first contemporary range, distinct in its style and designs, innovative, adventurous and a total surprise. the release adds.