

Suit your style

SHOPPING East Distribution makes all kinds of furniture. But vintage ones are its forte

Home is where the heart is, particularly when you invest not only money but also your energy and time. These are days when you make style statements with your home. We urban dwellers have kissed goodbye to ancestral homes which cool, red-oxide flooring and minimal furniture. But then owners of such homes wouldn't settle for anything less than wooden furniture, colonial style of course.

If you have always fancied heavy wooden chairs with perfectly carved legs or an intricately carved wooden diwan, then East Distribution, which claims to be the city's first colonial furniture boutique, is worth checking out. Be it an old photo frame, a rocking chair that belonged to your ancestor or an antique wooden chair, the people at East Distribution are confident that they can create an exact replica for you. "In fact, our end product is so good that you will not be able to differentiate between the original and the copy," says D.R. Bhasin, the brain behind the boutique.

Class indicators

"Classic English furniture speaks of a particular class and what we make becomes an indicator to their high tastes," observes Bhasin who had an English lineage and has "grown up with this kind of furniture". Bhasin was frustrated when he saw people passing off pieces as antique, even while they were not. "This really put me off and led me to start the boutique."

Initially, he ventured out to design furniture that inspired him, but then gradually shifted over to customising replicas. East Distribution is into designing classical English, Victorian and vintage furniture in wood. This decade-old company, which had been focusing only on export, has now opened its doors to Bangaloreans too. The boutique has customers coming from the U.S., U.K., France and Australia.

To get an idea of the boutique's creations you can walk into Landmark at Forum. "But there we have only displayed tiny samples. It's only when you come into our godown at Koramangala will you have an idea of our



PERFECT MATCH The copies are as good as originals at East Distribution

designs," adds Bhasin. The boutique, which specialises in colonial furniture, also makes contemporary furniture. But the "core strength of the brand is the use of timber as a raw material". And Bhasin uses timbers like Burma teak, sheesham, rosewood and mahogany. Sometimes to cut costs, plywood is used for table bottoms or the insides and back of drawers. It however, does not harm the aesthetics of it, because it is concealed," adds Bhasin.

What would they do when the world exhausts itself of all the wood and pat comes the reply: "We'll simply be out of business."

The boutique also makes the "no fuss" contemporary furniture. "We are willing to experiment. One can try out varied options

in just the furniture legs. If they are tapered in one product they can be straight in another. We are competing with ourselves; hence, we don't feel threatened by other companies."

The boutique has mirror stands, lampshades, dining tables, easy chairs, diwans and teepoys, bookstands etc. "We do not believe in advertising or taking on mass orders as it hampers our quality," adds Bhasin.

Going by what Bhasin says, wood is certainly not out of fashion! The products start from Rs. 3,000. East Distribution can be contacted on 25719576/51130849.

SHILPA SEBASTIAN R.