



IOTA Store's exterior facade

# The Elegant Overhaul

IOTA Boutique Furniture store has become a major attraction in Delhi's furniture market. Since the relaunch of the luxury furniture boutique a couple of months ago, self-taught designer and MD of IOTA, Namit Ajmani has received exponential growth and popularity with his reinterpretation of how a furniture store should look like.

**S**ited in Kirti Nagar, Delhi, IOTA has redefined the market with its unique exteriors which effortlessly grabs one's attention. The brand now presents hand-picked furniture brands from the global market. The exterior of the building is a clean, post-modern exterior composed of timeless stainless





steel and given a 3D look. For the interior, Ajmani has created a minimal, though comfortable, setting for IOTA's refined looks. Spread over a covering area of 10,000 sq. ft., the store is divided into different levels i.e., sleep, dine, store and décor.

The boutique has introduced newer ranges of products in every category. The 10000 sq. ft., store, spread across four levels, now has segregated zones like Sit, Sleep, Dine and Store. The store's exterior façade has become illuminated while the flooring of the store has gone from laminate to tile-flooring and marbles. It has changed its lighting to softer variety to achieve a look closer to homes than a showroom. IOTA mixes vintage and contemporary, emerging brands and established names, limited editions, and rare pieces.

Recently, the store has launched top-grain sofa and accent chair collection. Upholstered in unusual colours and crafted with top grain leather, the collection boasts dense foam/fiber seating and a padded frame, while back seats and soft pillow top track armrests all aid in the grand comfort to the pieces. ▲



**Namit Ajmani, MD, IOTA**

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We are now a concept store. A concept store is a shop that combines culture with the business of selling. We sell a curated selection of products that suggest a particular lifestyle or theme. Typically, these products are from different brands and designers and appeal to a niche segment of society. There is also a focus on experiencing the store design, the intermingling of product and additional elements such as home accents.

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