

www.vervemagazine.in | UK£3.95 | US\$4.80

MAY 2017 | VOLUME 25 | ISSUE 5

# VERVE

THE  
SPIRIT  
OF  
TODAY'S  
WOMAN

XXI  
years

₹150

**Smita  
Khanna**  
*Architect, Note-D*

*The*  
**INDIAN  
DESIGN  
PHENOMENON**

**Objects  
Textiles  
Graphics  
Spaces  
Fashion**

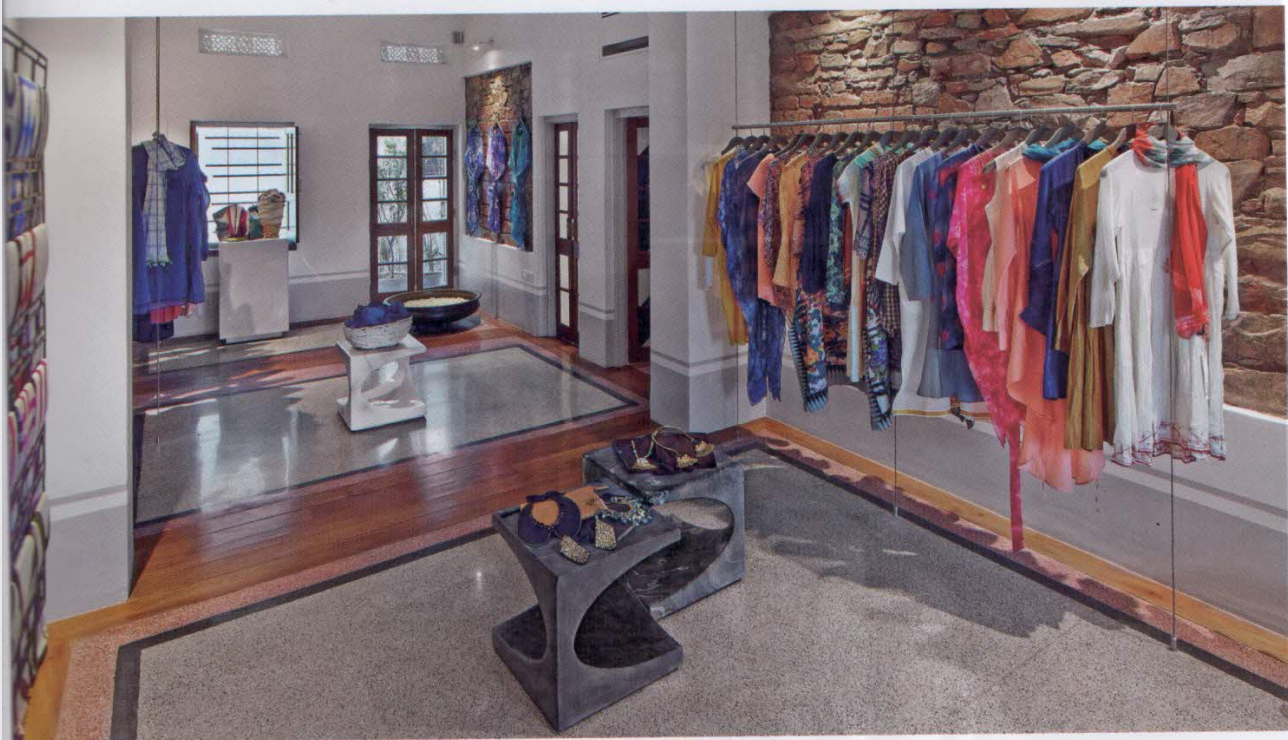
ISSN 09720944-4



9 770972 094000

C-Chair by Rooshad Shroff, 2012





### JAIPUR MODERN, JAIPUR

Conceptualised by Yash Agarwal and Maximiliano Modesti, the boutique celebrates the 'Made in India' story by focusing on the country's master craftsmen. Residing in a 1940s bungalow, the interiors (the genius of architect Rooshad Shroff) abound in pristine white walls and grey terrazzo flooring. Luxury apparel from designers Rajesh Pratap Singh, Rashmi Varma and Chinar Farooqui find ample shelf space as do textiles from Pochampally and Ajrakhpur and shibori cushion covers from the eponymous in-house label. The unique aesthetic is equally apparent in the adjacent restaurant The Kitchen, which stands out for its hand-embroidered brick wall.

### SOCIAL QUOTIENT

Catch a temporary art exhibit on show here and marvel at installations in their huge courtyard garden.

51, Sardar Patel Marg,  
C-Scheme, Jaipur.

