

urban mélange

Volume 8 Issue 12
October 2021
₹125



ON COVER (L-R)
ANIL SHAHI, NAINA GOEL,
TULIKA HEER & MAHENDER KHURANA

WITH PASSION
AND EMOTION
FAISAL NAFEEES

EVERY CREATION
HAS ITS OWN STORY
KHADIJA BATOOL

WE TELL YOU WHERE, WHAT AND HOW!

WEDDING SPECIAL

INVENTING NEW STYLE IN EVERY DESIGN SHAHI FURNISHERS & EXPORTERS



Furniture is what makes a house feel like a home and adds that feeling of belongingness. With their expertise Shahi® Furnishers & Exporters deliver world class and top-notch quality product to each and every client of theirs. Anil Shahi, Founder and Creative Director of the brand talks to Urban Melange about their journey with an insight on the latest trends.

Tell us about your brand and your journey?

I started my journey in 1988 in furniture industry with a friend when we both had no exposure of this industry though, in mere six months of starting the business we scored orders from a well-known hotel in our vicinity and in 1990, we scored our first government order from Session Court, Patiala. We also had an opportunity to furnish suite rooms for Ramada Plaza Chandigarh.

In 2001, I launched Shahi® Furnishers & Exporters which now ships furniture from a 15,000 square feet production facility in Rajpura, PB all over the world including regular deliveries to the Tricity, Delhi-NCR, Mumbai, Australia, US and Europe (Italy, UK, France).

I knew I want to build the best in the industry which will come with a lot of sacrifices. The sacrifices are huge, no surprise there. Fortunately, however, the payoff happens a little bit each day. It comes in the form of accomplishments every week as I watch our little grass roots company turn into a national brand. We have high standards to maintain of which we keep pushing the bar higher up each passing day.

What do families or couples look for while buying furniture to gift at the wedding?

All they want is royal look and comfort. Do not confuse it with gaudiness and fancy raw material. They look for elegantly finished products with real comfort, the feeling they get when they sit down on the furniture, the feel they would want to gift to their beloved future generations.



What motivates you to keep going and be creative?

We plan and create complete project from the ideation stage to the placements of the furniture and the décor. Clients put their trust in me and my team throughout the process and their appreciation motivates me to do the best. The creativity comes from the mix of fresh ideas from the next generation in my family and my experience of 32 years in the furniture industry where design, strength and ergonomics, all go hand in hand.

When not working, what do you love doing the most?

Social work. Giving back to the society in form of my time, resources and efforts to the local NGOs and personally helping someone in need. This gives me ultimate satisfaction and helps stay grounded.

How is your brand different from the rest?

Key difference is Shahi® Furnishers & Exporters makes pieces that you can use to not only accentuate an existing space but to design the space around the product.

Is there anything you wish you had done differently?

Not a thing. I made some mistakes in the beginning but who doesn't, I wouldn't change them for anything. It was the agony of making mistakes that taught me how to do it better the next time. I've made a lot of mistakes and often joke internally that we have mastered the art of making lemonade from lemons!

What are the challenges for furniture buyers?

The similarity in the outlook of cheap quality products is definitely the biggest challenge. It's so hard for a layman to identify the original products and the quality workmanship. It's always a good idea to understand the product, workmanship and know the brand before buying.

What new are you planning for this wedding season?

Being bespoke furniture manufacturer, we mutually plan the project with the customer from design to delivery. Especially, for the wedding season, we have introduced new finishes that can accentuate the décor of the space. Visitors are drooling over those finishes already. We have invented these finishes and are exclusively available at our showroom.

What shift have you seen in the preferences of the customers in the recent years?

People now are preferring more of classical and neo-classical styles. Especially after covid-19 situation, they want their furniture to be extremely comfortable, beautiful and something that gives a break from the monotonous décor and our exclusive finishes serve that purpose.

A message for our readers.

Make a motto that is your obsession. Ours is attention to detail and exquisite craftsmanship. ■

