

# Chic Antique

# Vintage is the flavour of the moment, as the old comes back into vogue

**SOMA DAS**

*soma.das@mid-day.com*

The allure of antique or vintage furnishings is going strong despite competition from more contemporary designs. Perhaps it is the sense of nostalgia evoked from furniture with ornate carvings, gilt mirrors, wall clocks with images reminiscent of yesteryear film posters or the sense of thrill that comes from discovering and owning a vintage treasure chest or a jewellery box that could have been lost (and found) in time.

At home décor shop Serenity Blissful Living, there are wrought iron candle stands, brass bowls, glass lamps as well as wall decor like mirrors, prints, *jharokas*, wall clocks, hand-painted boxes and cushion covers.

Proprietor Amrit Borkakoty says, “The demand for such products has grown to meet the desire of the new generation that have embraced vintage/ antique products. Demands keep changing but with timeless pieces the advantage is that they look good forever and never go out of style.”

The Next Door Artist, an online art gallery, offers hand-painted wooden home accessories with a vintage look including wine racks, chest of drawers, jewellery boxes and mirrors. The founder of the three-month old venture is former advertising

executive Roshni Kavina. "It is in our blood and it is wood that we identify with most. The look can also be treated in so many ways. All our products are perfect blends of vintage and modern, of wood and paint," says Kavina.

She attributes their popularity to the nostalgia they evoke. "It is our heritage and the look and era is stuck in our mind, no matter which city one belongs to. Vintage and wood is home," she adds, explaining that the look allows for a lot of versatility and infinite possibilities, "An idea is what trends today, and not just utility. Practicality mixed with nostalgia is bound to be the preferred gifting option. The idea is to help make a house into a home. Each piece is hand-crafted, and customised to fit the need and personality of the person interested, every piece has a meaning and a purpose."

Borkakoty adds that vintage things evoke memories of a bygone era. "And living the vintage lifestyle is the closest thing to preserving our past! But it is also the element of design, beauty and elegance that customers appreciate and can also associate with. Personally I feel vintage is very comforting in its look and feel," he explains.

Lifestyle store Heirloom also offers a wide range of vintage products including small curios,



**ON YOUR WALL:** Keeping them alive, via poster power. PIC COURTESY/INDIAN HIPPI

home accessories, old paintings and Gothic vintage altars. They are also trying to expand the idea of vintage from home decor to clothes and accessories as well. “Our signature heirloom *dupattas* are a major hit among our clients. They are one-of-a-kind *dupattas* made out of vintage and new fabric and embroidery sourced from across India. None of these heirloom *dupattas* are replicated so each one is unique,” says owner Anita Hirani.

She adds that a lot of the younger crowd is also interested in vintage products. “There is awareness and curiosity amongst youngsters about vintage and antiques today. They have the ability to transport you to another time. It also has that appeal of exclusivity and youngsters are beginning to appreciate the older aesthetics, which is truly wonderful. Vintage, antiques and family heirlooms, for that matter, all have romanticised stories of ‘once upon a time’ to them that Heirloom seeks to bring to people at affordable prices,” she observes.

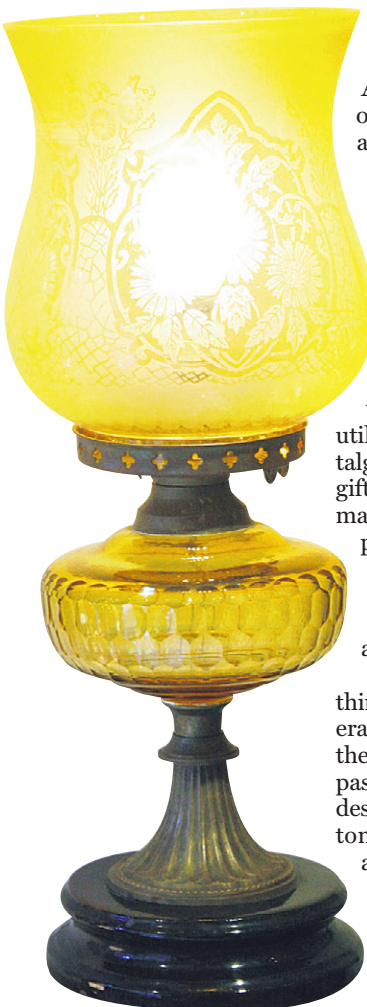
The online brand Indian Hippy, which started in 2009, offers customised vintage Bollywood posters and has customers from all over the world. “Vintage Bollywood movie posters have a unique, old world charm and there is a huge demand for them in the home décor and commercial décor space. Such posters have regaled audiences in the past with their kitschy, bohemian appearances – broad visible brush strokes with a



**OPEN AND CLOSE CASE:** A chest of drawers

striking array of colours and typography. This is our endeavour to allow art lovers, cinema aficionados and vintage lovers to own a piece of this wonderful heritage. A movie poster is not just a work of art but a piece of history,” says founder Hinesh Jethwani, who started the site after learning about the plight of the last few surviving Bollywood movie poster artists.

Their most popular offering is their hand-painted film posters in which they paint the customer's face into a poster of their choice. Next up, they are planning to build an online platform for selling Bollywood posters. "Vintage Bollywood movie poster prints have come a long way from being displayed outside cinema houses, tea stalls, *paan* shops, urinals and *dhabas*. A beta version is already live with 100 posters and we plan to extend this to around 1,000 original posters by the end of the year, which would be the largest of its kind anywhere in the world," he explains.



**LIGHTING  
THE WAY:**  
A vintage lamp