

Retail Plus Hyderabad

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Best Buys in Home Furnishings!

FURNISHINGS play an integral role in shaping the interiors of a home. A lot of time and attention need to be invested in choosing the right décor for that classy look and feel.

Furnishings especially curtains can do wonders in imparting a home with the right kind of ambience. If the curtains are chosen properly, they can add dramatically to the aesthetic appeal of a home. Gone are the days when home furnishings were given the last preference whilst designing a home. "Now it's all about awareness. People are a lot more knowledgeable and design conscious especially when it comes to home furnishings" quips Anita Shinde of Best Buys, one of the most popular destinations of Hyderabadis scouting for home furnishings, interior decoration and flooring.

Customers especially from the upper and middle classes have become very conscious of quality and style in home furnishings according to Anita. "We need to constantly reinvent ourselves to keep the customers happy. Newer designs, novel concepts and international trends rule. When customers walk into our store, our in-house designers counsel them to extract inputs about their requirement. As per them, we advise them about the purchases. It's more about coordination these days. People want every single element right from wall colours to the curtains to the flooring to be colour and design coordinated for that classy ambience" adds she.

Talking about the latest trends in furnishing fabrics, she opines that eyelid pattern is fast gaining popularity. "Silk is the most popular fabric with an evergreen appeal due to its capacity to impart that rich look to any room. Velvet is yet another perennial favourite followed closely by polyester, which is the poor country cousin of silk. As far as the designs are concerned, polka dots, abstract prints, sequences and embroidery patterns are the unanimous choice" avers Anita. If you thought that classy home furnishing stuff costs a bomb, then that's a myth. Decent furnishings for a typical 2-bedroom apartment would cost as low as Rs. 25000/- according to Anita. "To ensure that we cater to a broader spectrum of people, we have a huge range in several price brackets. Furnishings start at Rs. 300/- per metre and Flooring starts at just Rs. 60/- per sq.ft" says she.

If colours, textures and designs excite you, then Best Buy is one place you'll love to visit, what with its vast and impressive collection. Myriad hues, riot of colours and exquisite designs blend in admirably to create

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• [Andhra](#)

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• [Karnataka](#)

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• [New Delhi](#)

• [Other](#)

[States](#)

[International](#)

[Opinion](#)

[Business](#)

[Sport](#)

[Miscellaneous](#)

[s](#)

[Index](#)

[Advts](#)

[Retail Plus](#)

[Classifieds](#)

[Jobs](#)

[Obituary](#)

a magic effect. The in-house design staff too plays a major role in shaping a truly marvellous product line. "Of course the trends have also helped as the awareness levels have gone up tremendously. Before, it was only the women who would go shopping for home furnishings. But now the advent of the modern, metro-sexual man has changed things drastically. He too wants to pitch in with his ideas and creativity while choosing furnishings. That's the reason why we are not into volume selling and more into concept selling" quips Anita.

So if you too want to give your neighbour a massive complex by imparting your home with that magical ambience, then drop into Best Buy Exclusive, Road no.12, Banjara Hills, Hyderabad or call 23392257 and 65976630.

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C P RAJ

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