



Arias: Lara Dutta's Stellar Success in Integrated Home Design Solutions

Arias: Lara Dutta's Stellar Success in Integrated Home Design Solutions Arias Home stands as a testament to the influential power of celebrities in shaping robust product lines that authentically reflect their persona, resonating deeply with consumers through compelling content. With Arias Home, Lara Dutta infuses her life experiences from diverse cultures into a brand aesthetic that resonates with contemporary Indian living.

Strategically envisioned by Swag several years ago, Lara Dutta's Arias has emerged as a trailblazing brand in the Home Lifestyle category. Today, Arias epitomizes an integrated Home Design Solutions brand, encompassing a diverse spectrum from Home Furnishings and Tableware to Home Aroma, Mattresses, and Furniture.

Mr. Vishal Sinha, CEO of Swag, stated, "Arias Home was created to bring Lara's innovative home design ideas to life, addressing a market gap for comprehensive, theme-based solutions across multiple categories. We introduced cross-category products with progressive urban designs to meet the evolving preferences of urban consumers. We take pride in establishing Arias as a distinctive Home Lifestyle brand."

Arias Home has established itself as a premier celebrity brand in India, offering a comprehensive range of home solutions that transcend traditional categories. Unlike conventional brands focusing solely on specific materials like fabric, glassware, or metalware, Arias Home integrates a broad array of products unified by a cohesive design philosophy. This approach caters to consumers seeking cross-category solutions across home furnishings, furniture, mattresses, pillows, home aroma, tableware, and cookware.

Lara Dutta said, "Through my brand, Arias, I aim to reflect my artistic vision, serving as a canvas for my design ideas. The broad idea is to create a theme-based, cross-category, glamorous range of home lifestyle products that captivate and offer an enthralling experience to consumers."

Rooted in Lara's visionary ideas, Arias Home embodies the essence of contemporary urban living. Her innovative design concepts and creative expressions have brought sophisticated, yet accessible home solutions to consumers, redefining modern living spaces.

As we continue to explore new category extensions through strategic partnerships, our goal remains to expand our consumer offerings and introduce groundbreaking lifestyle products. Visit us at the Swag booth in Hall No. 1, Stand C35, at the upcoming HGH India trade show from July 2nd to 5th, 2024. Meet our team and explore collaboration opportunities to shape the future of home design with us.

For Enquiries:

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Drive Link For Image and Swag Logo:

<https://drive.google.com/drive/folders/1GAnzLDYU67Zu0kdWiZdl4qexlUKJpzqj?usp=sharing>