

## Where business feels at home!

### Emerging styles in Home Furniture & Decor, Houseware & Gifts

Continuing the profiles of innovative products at 17th HGH India from Home Textile segment in News 2, in News 3 we bring insights into Home Furniture & Decor, Houseware & Gifts

#### Home Furniture & Décor



##### Orange Tree: Andaman Jolly Buoy Bar Unit

Orange Tree will introduce The Andaman Collection at HGH India that captures the juxtaposition of traditional craftsmanship and global design sensibility.

The setting for the collection emphasises the spirit of freedom and exquisite craftsmanship. Through artful imagery, outdoor and indoor environments seamlessly blend, introducing natural elements such as sand, rocks, and trees into formal indoor settings, while indoor furniture finds its place in outdoor spaces. Nomadern, a term crafted by blending "nomadic" and "modern," serves as the foundational concept, harmoniously blending two distinct worlds. The infusion of nomadic influences evokes tribal vibes, resonating with a rooted sense, while the modern touch provides the freedom to create contemporary aesthetics. This intentional blending of influences reflect the design team's vision to seamlessly integrate contrasting elements and create a captivating narrative



Andaman Jolly Buoy Bar Unit

Orange Tree, a renowned Home Decor Brand under the House of Basant in Jodhpur, specializes in Furniture, Lighting, and Decor. With a 26-year history, Basant, its parent company, has been exporting products to 20+ countries since 1998.

Orange Tree, established in 2014, aims to bring global design and quality to the domestic market. Operating from a state-of-the-art 9 lakh sq. ft. factory, it caters to renowned brands like H&M Homes, Zara Homes, Pottery Barn, West Elm, and Crate and Barrel. Seeking connections with procurement and design teams for collaboration.

##### Fig Living curated lighting

Fig Living by Inmark Exports Pvt. Ltd. is a design-first brand offering curated lighting and living essentials that blend elegance with simplicity. Proudly designed and made in India, the brand focuses on original concepts, innovative materials, and functional aesthetics. With over 30 patents in the home category, Fig Living stands as a symbol of design originality and craftsmanship.



Fig Living

##### Ekaani

Ekaani is a premium Indian lifestyle and home décor brand, founded in 2010, that reimagines traditional aesthetics through a contemporary, luxurious lens. Drawing from India's cultural richness and a deep appreciation for global artistry, Ekaani's collections are curated to elevate spaces with meaning, beauty, and individuality.



Murano Collection

Their Murano Collection features artisan glass pieces crafted in Italy, inspired by the centuries-old Murano glassmaking tradition-vibrant, expressive, and perfect for collectors of timeless European artistry.

The Brazilian Birds Collection celebrates organic beauty with delicately sculpted bird forms inlaid with semi-precious stones sourced from Brazil, embodying elegance, peace, and nature's raw charm.



The Brazilian Birds Collection

The Elephant Parade Collection, a globally recognized initiative originating in the Netherlands, brings together art, conservation, and culture. Each piece is a symbol of strength and heritage, supporting elephant welfare through creative expression.



The Elephant Parade Collection

The Home Furnishing Collection draws from rich visual traditions-featuring art-inspired themes such as Ikkat, Mughal motifs, nature, animals,

and flora. Each piece is designed to bring comfort, depth, and aesthetic harmony into contemporary interiors.



With a strong pan-India distribution network and an unwavering commitment to quality, Ekaani is a trusted name in luxurious gifting and elegant living, where every collection tells a story that bridges tradition and innovation.

## Houseware

### Anjali Kitchenware

To mark its 50th Anniversary, Anjali Kitchenware will unveil Nutricon- a new chapter in pressure cooking inspired by the five elements of nature, that blends purpose, performance, and thoughtful design. The name Nutricon is rooted in two guiding ideas-Nutri, symbolizing nourishment at its core, and Icon, representing cookware that stands as a benchmark of excellence in the modern Indian kitchen. The brand emphasizes nutritional cooking, convenience & locking the Nutrients in your daily food cooking.

Greek names for the Nutricon range of pressure cookers add a layer of cultural depth, sophistication and symbolic meaning that aligns well with the product's Range of five elements. Also, thematic Naming Across the Range with Greek names, has created a cohesive and expandable naming system.



In the Nutricon range, colours for each metal represents an element of nature:

- Aqua (Blue - Stainless steel) Clean and enduring like water- perfect for everyday ease.
- Aero (Yellow - Aluminium) Lightweight and agile like air - strong and radiant in every way.
- Terra (Green - TriPly Metal) Balanced like earth - a fusion of strength and sensitivity.
- Ignis (Red - Hard Anodised) Bold and intense like fire - made to last, built to impress.

### Hitech Giro X by Bergner

After the overwhelming response to their Argent Samsara range launch at HGH India Bangalore in December 2024-celebrated for its traditional South Indian cookware shapes and Tri-Ply Quantanium non-stick performance-Bergner India is back at HGH India Mumbai with even more innovation in store!

Hitech Giro X, a high-performance cookware range combining Tri-Ply construction with a ceramic coating. Bergner designed this cookware range for even heat distribution, safer cooking and long-lasting durability, redefining cooking experiences across India.



With Masterchef Vikas Khanna as their brand Ambassador, Bergner is all set to expand its presence in the appliances category with intuitive solutions that make every day cooking smarter, faster, and healthier. They are also extending the popular Cast Iron collection that is crafted for flavour-rich, slow cooking with a modern twist.

Bergner India believes that cookware should be more than just functional-it should enhance the joy of cooking while prioritising your family's health.

### Le Creuset Celebrates 100 Years

Since its founding in 1925 in Fresnoy-le-Grand, France, Le Creuset has become a cherished kitchen staple across the globe. Beloved for its design prowess, peerless style, and sterling performance, Le Creuset now celebrates a century of excellence and a longstanding legacy of forging culinary traditions - in the kitchen, at the dining table, and beyond.

Hewn from cast-iron and crafted by skilled artisans, Le Creuset has become a celebrated culinary heirloom that helps nurture deep personal connections through the shared joy of food - meal after meal, year after year, generation after generation.

"This historic milestone not only honours our heritage and our place in kitchens worldwide, but also reaffirms our commitment to innovation,

excellence, and culinary inspiration - fostering new memories and culinary traditions for generations to come," says Paul van Zuydam, Owner & Chairman of Le Creuset

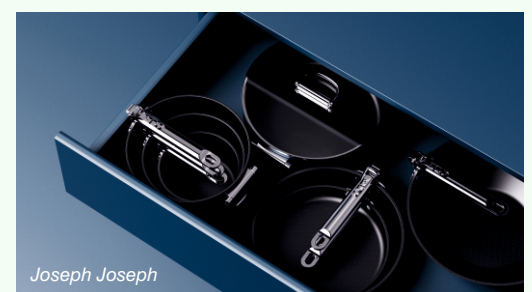


Le Creuset has launched some key initiatives in 2025 to commemorate its centennial year:

An Icon, Reimagined: In keeping with its industry-leading innovation and forward-thinking design, Le Creuset unveils its latest advancement in colourful cookware: Flamme Dorée. Translated to "golden flame," the limited-edition, centenary colourway celebrates Flame, the brand's iconic original hue, now coated with light-catching minerals and an innovative third layer of enamel coating for a stunning golden shimmer finish. "This new, limited-edition commemorative release joins the brand's ever-expanding collection, which has grown to include over 200 unique hues and more than 1000 product shapes since its founding," says Paul van Zuydam, Owner & Chairman

### Seeba Industries

Seeba will offer an exclusive assortment of some of the best global names in the kitchen and homeware space. From prepware, cookware, tableware, to serveware, barware, kids' and more. Collectively, Seeba's range presently includes over 1,500 SKUs and more than 60,000 product choices.



Their brand portfolio includes thinKitchen (their own brand), Joseph Joseph, Kilner, BarCraft, La Cafetière, KitchenCraft, Dartington, Denby, Typhoon, MasterClass, Viners, Royal Brierley, Ravenhead, and Cole & Mason (all from UK); KitchenAid, Zoku, Mikasa (all from USA); Brabantia (Netherlands), Dreamfarm (Australia), Final Touch (Canada), Victoria (Colombia), and Zyliss (Switzerland) amongst others. The



carefully curated portfolio of brands and SKU's is constantly growing, enabling a best-in-class range for the premium Indian customer.

thinKitchen® serves the Indian market through an omnichannel route, catering to Offline Retail (premium General and Modern Trade), Online, Corporate Gifting and premium Hospitality offering a one stop solution for each of these verticals.

Seeba promises to deliver happiness by creating quality kitchen and home experiences through world's most captivating kitchenware styles and ingenious functionalities.

#### Dozo Services

With a mission to design culture in lifestyle, business, and society through products and services, Dozo will unveil 3 new collections: Riedel, Spiegelau and Oxo.

#### RIEDEL

RIEDEL is a world-renowned Austrian glassmaker, famous for pioneering wine-specific glassware. Established in 1756, the brand revolutionised the industry by designing glasses that enhance the aroma, flavor, and overall experience of different wines. Trusted by sommeliers, wine professionals, and luxury hospitality worldwide, RIEDEL combines tradition, innovation, and elegance in every piece.



At HGH India, Dozo will showcase eye-catching range of RIEDEL Laudon Tumblers in luxurious cut-crystal design that reflects light to allow the tumblers to sparkle. RIEDEL decanters, handcrafted from premium crystal, represent the art of decanting at its finest. RIEDEL Fatto range of wine glasses combine refined craftsmanship and the precision of modern machine production.

#### SPIEGELAU

Spiegelau is a German glassware brand with over 500 years of heritage, blending timeless craftsmanship with modern innovation. Known for its brilliant clarity and durable design, Spiegelau creates elegant wine, beer, and cocktail glasses that elevate every sip you take.



The Burgundy glass is specifically designed by Spiegelau for light-bodied red wines with high acidity and moderate tannin. Dozo will also bring Spiegelau Lifestyle, a modern glassware collection that features a distinctive linear pattern and brilliant crystal clarity. Spiegelau Perfect Serve is a professional-grade glassware collection designed in collaboration with award-winning bartender Stephan Hinz, created for the modern bar.

#### OXO

OXO is a globally recognized brand known for its smartly designed, user-friendly kitchen and household tools. Founded on the principle of universal design, OXO creates products that are comfortable, durable, and made to make everyday tasks easier for everyone.



Use any of the four blades and the height adjuster to perfectly slice or julienne fruits and veggies using the OXO V-Blade Mandoline Slicer. The textured surface keeps food from sticking, while the food holder securely holds food and protects fingers. Feet fold up, and the mandoline locks for safe storage. You can use the straight blades for slicing and the julienne blades for french fries and julienne strips.

#### Magique - Wishing Chair by Four Brown Folk Décor

Four Brown Folk Décor is introducing its new & luxurious tea experience with the Magique collection- Wishing Chair, a stunning range that blends elegance with functionality.

The Magique Portrait of a Rose Tea Set and Magique River of Flowers Tea Set are the highlights of this collection. Each 15-piece set includes 6 teacups, 6 saucers, a teapot, a milk pot, and a sugar pot, all crafted with precision and adorned with exquisite designs. The teapot, with a 900 ml capacity, is ideal for serving guests, while the teacups hold the perfect 130 ml for a delightful tea experience. Made from high-quality ceramic, the sets combine beauty with durability, ensuring long-lasting use. They are also microwave and dishwasher-safe for convenience.

In addition, the Wings Paradise Summer Mug Set offers a set of 6 fine China mugs, featuring a charming summer-inspired design. These mugs are lightweight, durable, and perfect for serving hot beverages like tea or coffee. The Magique collection elevates tea time to a whole new level of luxury, making it a perfect gift for tea lovers or an elegant addition to any home. This collection promises both style and practicality for everyday use or special occasions.



#### Opptara

Opptara is an AI-native franchising solution for consumer brands to unlock Asia expansion. Opptara enables brands to launch globally and scale fast.

Founded by Binny Bansal (co-founder of Flipkart), Opptara brings together decades of deep category and channel expertise with next-generation AI technology to make global expansion effortless for ambitious brands. Our AI-driven solutions automate catalogue creation, demand forecasting, and merchandising, enabling faster product launches.



Their solution offers a true partnership: we invest our own capital to buy inventory upfront, take full ownership of the supply chain, and deliver seamless access to every major marketplace and retailer-online and offline-across the region.

Opptra is your trusted expansion partner for scaling fast, building brand equity, and winning in the world's most exciting consumer markets.

#### Opptra Objectives for HGH India:

- Help Indian brands expand to GCC & SEA markets
- Help International brands expand into India
- Help offline brands in India go digital across marketplaces and platforms.

#### Dhwani Polyprints

Dhwani Polyprints, in polymer processing since 1978 under their brand Sound Seal, will showcase wide-width printed polybags and covers for mattresses, pillows, home décor fabrics, and films & liners specially designed and manufactured for these products. They also specialize in manufacturing high-security bags and are one of the few companies worldwide producing airport duty-free STEB bags. Their products are trusted in demanding markets, including several European countries.

Their expanded portfolio also features shrink films, resealable polybags, ziplock bags, tamper-evident security bags, and courier bags tailored for the e-commerce and logistics industries.



IIID continues to support HGH India



**I.D. Ketan Sheth**  
Chairman, IIID, MRC

IIID MRC, the renowned body of professional architects and interiors designers continues to partner with HGH India for the fourth time in a row.

"HGH India offers immense value to the Architect fraternity in terms of trend information, innovative products and new sources for their projects across categories like home furniture, soft furnishings and decorative accessories, besides a modern range of houseware and kitchen appliances," says Ketan Sheth, Chairman, IIID, MRC.

Leading Architects have been regularly visiting HGH India as they find multiple and co-ordinated sourcing solutions under one roof alongside upcoming Design Trends as well as market trends. The trade show also enables them interact with each other in a professional, business-like environment.

HGH India will once again host the IIID conference for Architects and interior designers under its overall HGH India Interactive - Knowledge Sharing Program.

The conference will be held on 1st July, 2025, at the Grande, where leading Architects will deliberate on key issues affecting interior design and architecture in the years ahead. The conference will be open for attendance to IIID members as well as other trade visitors of HGH India. Exact details of the program can be obtained from IIID MRC as well as HGH India

IIID is also supporting the H-Circle Product Innovation Awards by nominating two leading Architects on the Jury for these awards and inviting several of its members for the Award function on 1st July. Leading Architects will also be part of the Inaugural function.



Association of Furniture Manufacturers & Traders (AFMT) is also wholeheartedly supporting HGH India. The Association has a large number of furniture manufacturers & traders from across India as its members.

With the growing consumer demand in the Indian market for high quality contemporary as well as classic home furniture; and the Government of India making BIS Standards in several furniture categories mandatory; production of high-quality and well-designed home furniture across categories is bound to go up in coming years.

HGH India recognises this huge opportunity for Indian furniture manufacturers in branded, projects and OEM markets and will continue to work with institutions like AFMT to promote their cause.

#### Trade Visitors!

Register online Pay  
1000/- Spot  
Registration fee to avoid  
queues at the venue



Scan to register now!

For further information and assistance please contact

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Continuing its efforts to promote more eco-friendly and sustainable products for Indian homes, 17th HGH India will present a **Sustainability Pavilion** in hall 6 with 10 exhibitors offering a variety of home products made from recycled and eco-friendly materials, following environment-friendly manufacturing processes and biodegradable disposal.

Located in Hall 6, the Sustainability Pavilion aims to inspire and promote an eco-friendly lifestyle, emphasising the role home businesses can play in creating a better tomorrow. Exhibitors in this pavilion will present a range of innovative products that merge sustainability with sophistication, functionality and design.

The Sustainability Pavilion by HGH India is a platform for companies to showcase their efforts in sustainable design and production, offering visitors an opportunity to explore products that are not only innovative but also environment-friendly. HGH India supports Sustainability as a way of life and will continue to promote innovative approaches in this direction by start-ups as well as established brands.



With competition intensifying across the supply chain, omnichannel presence is no longer a luxury but a necessity to survive. Today, most brands and retailers—both online and offline—need to expand their consumer base by creating a unified experience at every touch point in the purchase journey. Clearly it is time for both online and offline players to step into each other's territories and develop new business partnerships for mutual benefits. They can draw from each other's experiences in their respective zones and expand their product reach to a wider base of consumers.

**Omni Reach Zone** in hall 6 is a new concept being launched by HGH India with this edition, which will help online and offline players expand their businesses beyond their defined territories.