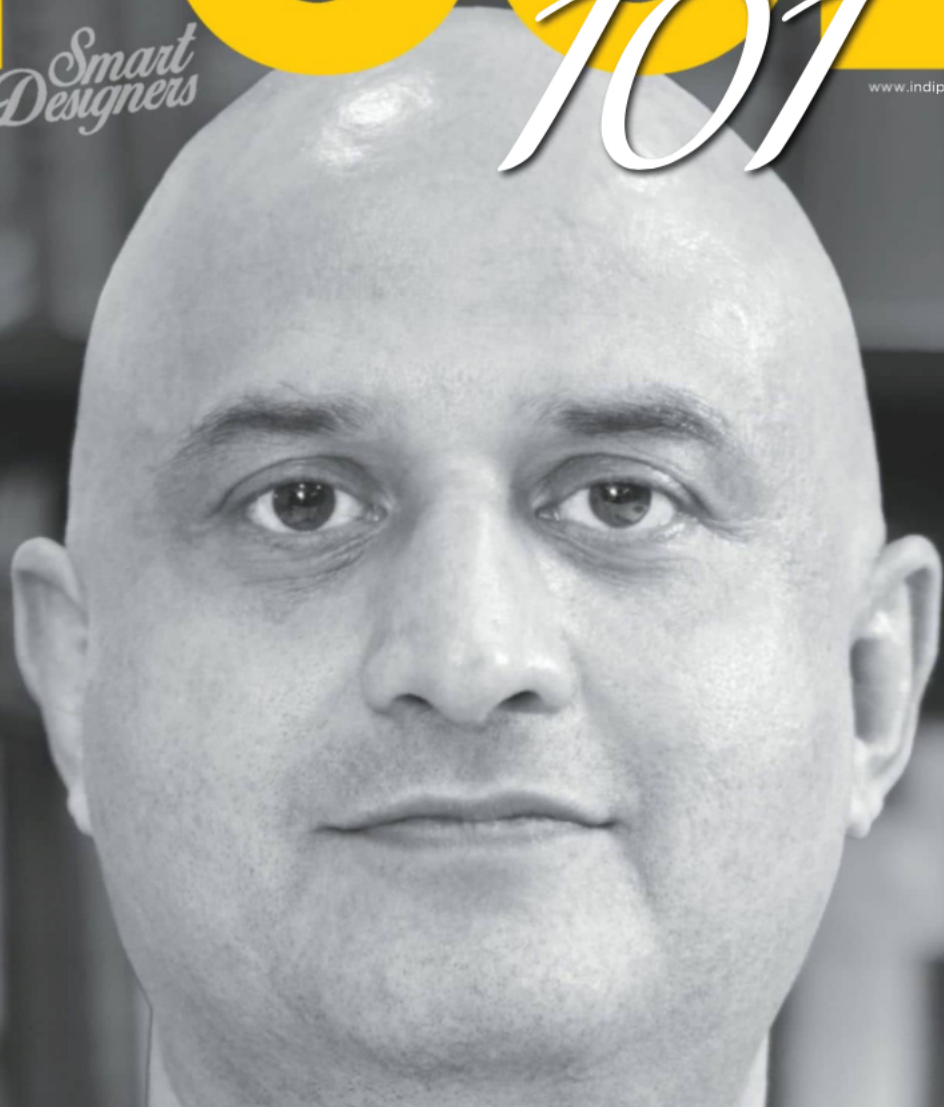


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Sanandan Sudhir pg 8 | *Photographed by Rohan Sharma*

Minnie Bhatt **02** Khyati Trehan **20** Gautam Sinha **26** Aditi Sharma **32** S D Phadnis **38**
Mayank Jain **44** Dr. Vaibbhavi Pruthviraj Ranavaade **50** Raw Collaborative **56**

How did Greytone come about?

AS: It was a happy accident! I always loved working with my hands. After leaving my job, I had a lot of time on hand and started playing around with concrete. For about six months I made random things along with a few pieces of jewelry. Once, I wore a necklace I had made to a party and it gained a lot of attention - so I started developing more. It was very exciting as I was doing something apart from interiors; fashion was altogether different for me and more challenging. Excitement and pure passion for design resulted in Greytone - I make handcrafted concrete jewelry under this label.

What drew you to concrete?

AS: My love for concrete started while working at Archohm. We made annual design trips abroad to see modern architecture. Seeing buildings and interior projects right from the Bauhaus era to the most modern

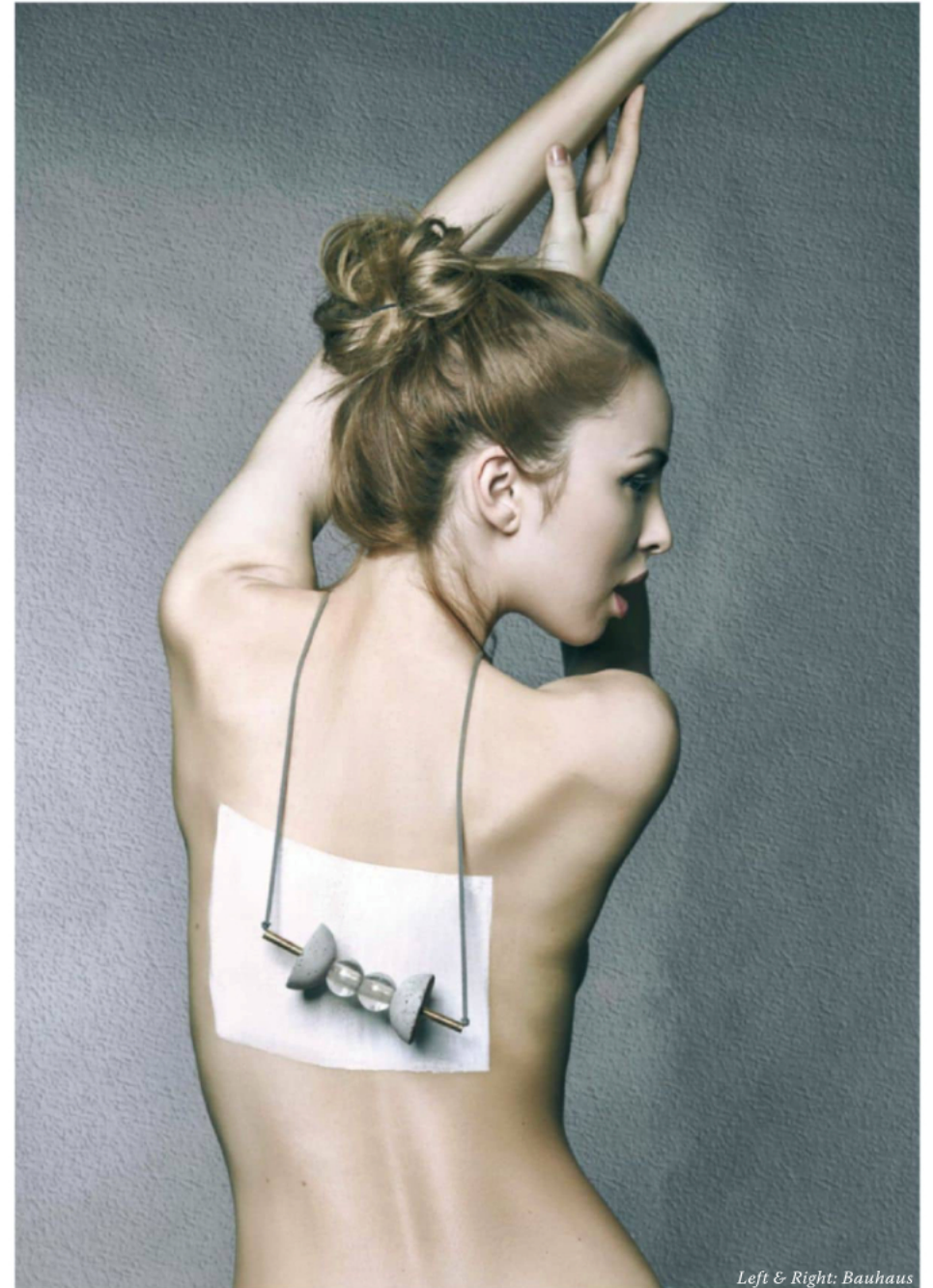


O-minus

works of present architects got me intrigued about concrete. In 2014, I took a two-month sabbatical from interiors and went to Hungary to work for a design studio that does wonders with concrete - everything from typical tiles to fashion. On returning I started playing with this material, creating one thing from another.

Describe the Greytone style.

AS: Greytone is distinctive modern jewelry that draws inspiration from art, different forms of design and architecture. Coming from a strong interior design background gives me a lot of scope to experiment with architectural materials, textures, colors, bold geometric shapes and clean lines and convert them into bold statement pieces to redefine perceptions of jewelry. Greytone reflects minimalism and simplicity.



Left & Right: Bauhaus



Knotted

Aditi Sharma is as good at dressing up spaces as she is people! The interior designer is also a talented jewelry artist who creates statement pieces out of concrete.

CONCRETE REASONS to DESIGN



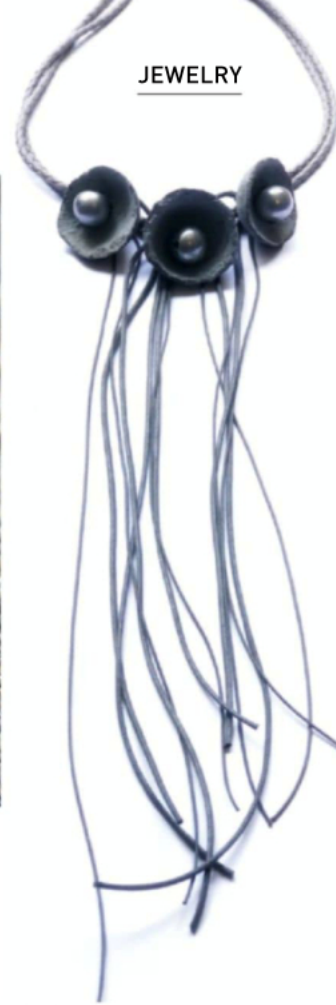
Choker

What role has formal design education played in your career?

AS: Pursuing a Master's in Interior Design at Domus Academy in Milan gave me a lot of clarity and direction. I had earlier traveled to Milan thrice to attend furniture fairs which gave me a fair idea of what the city had to offer but eventually it was much more than I had expected! Personally, spending time with other students from different nationalities was very enriching and professionally, apart from exposure, it taught me how to deal with design in a multi-disciplinary way.

What made you decide to become an entrepreneur?

AS: It was totally unplanned and a very quick decision. After quitting my job as senior interior designer with Studio Archohm in Noida, I wanted to give myself a chance to do something on my own. Moving from a big office of 50 people where I was dealing with so many things at a time, to being by myself was quite challenging and lonely. I started Aditi Sharma Design Studio in New Delhi in 2015. Initially I would get lost and impatient but gradually it all started to make sense. Exploring fashion for Greytone apart from site work made the whole process fun and interesting.



Bells



Cafe Ivy

How do you market and distribute your products?

AS: I market my products through social media only. Our website is presently under construction. I also sell through fashion stores throughout India and have participated in a few art jewelry exhibitions abroad where my pieces were appreciated a lot.

Which has been your most memorable interior design project?

AS: Café Ivy in Mussoorie was my second project after starting on my own. It was memorable for two reasons - it was being built in my home town Mussoorie, and I always wanted to give back something; and all the material used in this project was scrap from my father's construction company. It feels good when I see people enjoying the space.

What entrepreneurial challenges have you faced so far?

AS: Setting up both my interior and jewelry studio side by side was quite challenging. Interiors, which I have done for many years, needed attention as projects were solely mine to execute now. There was also the pressure of not knowing the fashion industry and presenting my products to the right kind of audience. Juggling the two ventures is challenging but I have a wonderful small team to help me achieve my goals. I try and do jewelry during the weekends; since I am very selective about where my products are going, I don't have to create too much stock. Sadly, out of the two, Greytone always takes the back seat.



What's next?

AS: The next phase would be taking Greytone international and doing more art jewelry, where my pieces are more experimental and an expression of what I have learned over the years. For interiors I would love to explore new styles.

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