

FCML presents “THE INCIDENTAL COLLECTION”

An exclusive collection of tiles

In collaboration with Abraham & Thakore, pero by Aneeth Arora and JJ Valaya

FCML has been a luxury lifestyle retailer in the interior spaces since 2001 with a humble beginnings and uncertainties, and has now expanded to a 80,000 sq ft of a lifestyle retailing space. After having worked over a period of time in India, we truly felt that collaborations between different design disciplines is quintessential for the enhancement of the overall industry.

FCDI is FCML's Design Initiative, which seeks to encourage collaborations between creative professionals from various streams of Art, Architecture, Interiors, Fashion, Photography and Visual Arts Communities. We believe that rather than creating in silos, collaborating across streams will help harness synergies that will result in higher and more efficient design at mass industry levels.

Nostalgia Revival, an initiative of FCDI, was one such event that set the stage for unparalleled collaboration, bringing together various disciplines of art, design and architecture at a special space in Old Delhi. In a bid to revisit old Delhi's rich culture, it saw nine fashion designers interpret tablescapes in their signature style and was very well attended by the design fraternity. It was very incidental that this collaboration led to the inception of The Incidental Collection, given that it was unexpected and the journey has been great.

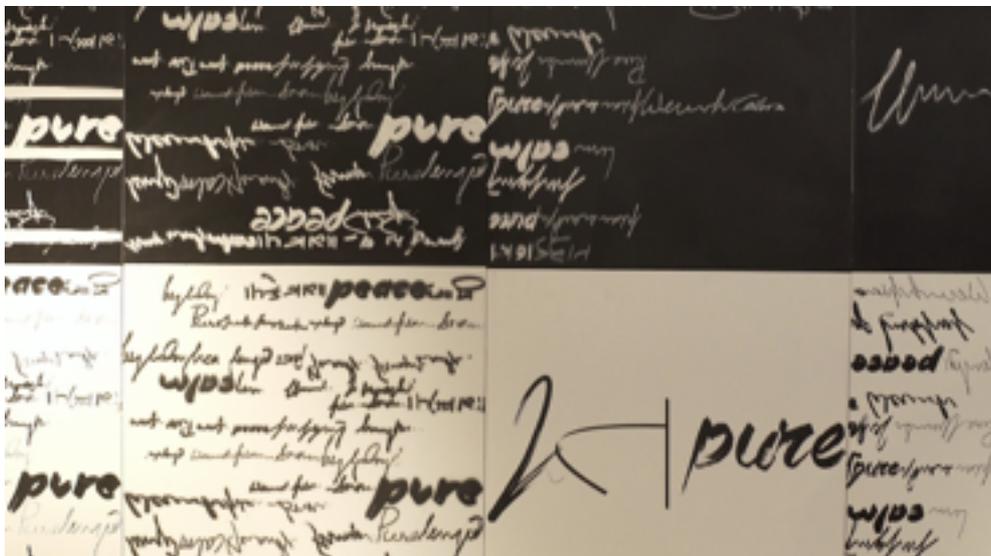
The Incidental Collection is an initiative of FCDI for FCML surfaces, adding another dimension to interior spaces through a fresh collaboration with fashion designers. We seek to forge partnerships on various levels, tiles and surfaces is the first of such collaborations. With this collection we aspire to bring to our diverse audience curated designs on tiles by India's renowned fashion designers from the traditional design patterns of JJ Valaya, to Abraham & Thakore's earthy and geometrical designs to pero's delicate, floral and bright patterns.

The idea was to bring together different design aesthetics and philosophies, creating unique design schemes on a similar product base and catering to a complete audience in this segment. This was the first of our collaborations in the commercial space, and we will now be looking at many more of such endeavours in both, the commercial and non-commercial spaces, keeping the larger objective in mind.

ABRAHAM & THAKORE

"While black and whites are always a very strong part of our collection, what we represent here is the black and white form of calligraphy as well as in the leaf patterning, which has a very strong identity to our collection's sensibilities. Form is at it's purest with black and whites and through the perfect contrast, it communicates it's message very well. It makes strong statement and that attracts us to it."

Love & Peace is a collection of bespoke designs that celebrate the joy of communication and the act/art of writing. They have been developed in black and white calligraphy, a constant inspiration.

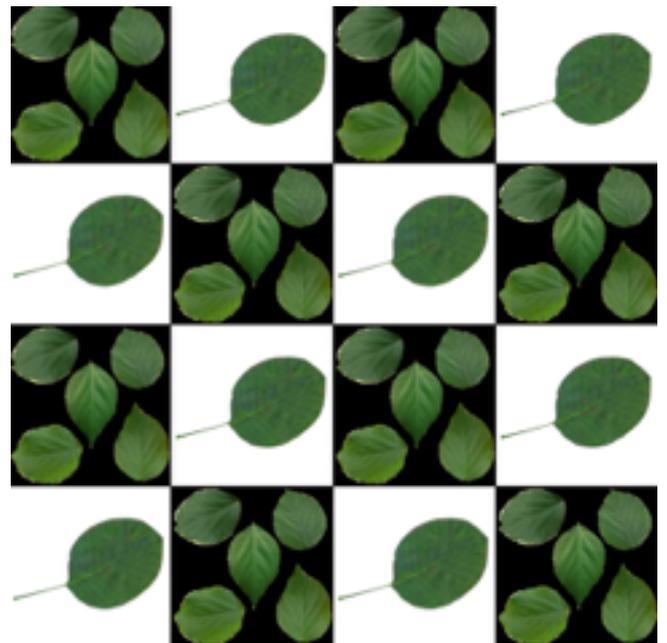
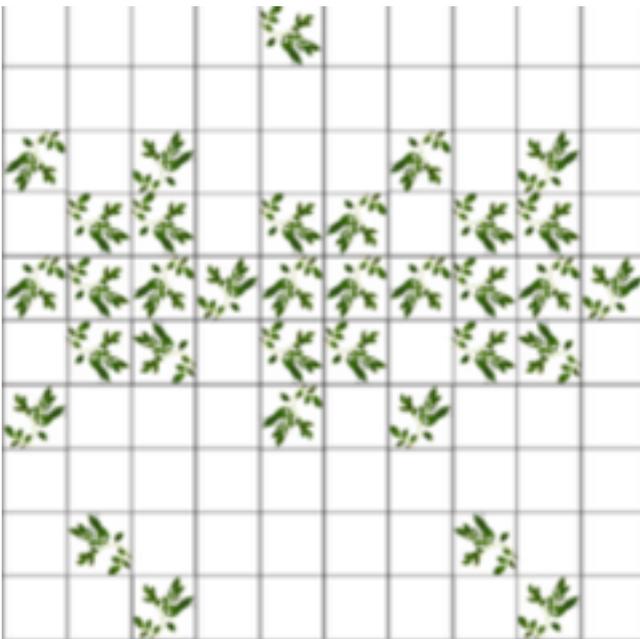


ARCHITECTURAL PATCHWORK is a whimsical series based on Jaali patterns but with a slightly quirky twist.





GREEN is the third story, is based on the leaf in which the form of a leaf can be used to create naturalistic surface patterns.

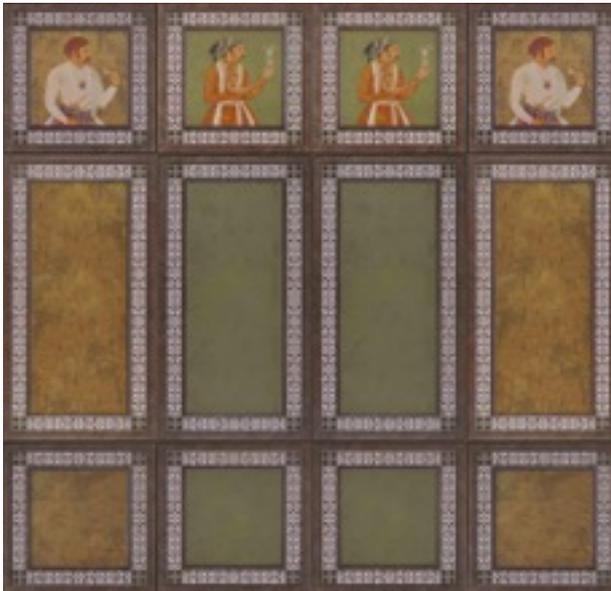


JJ VALAYA

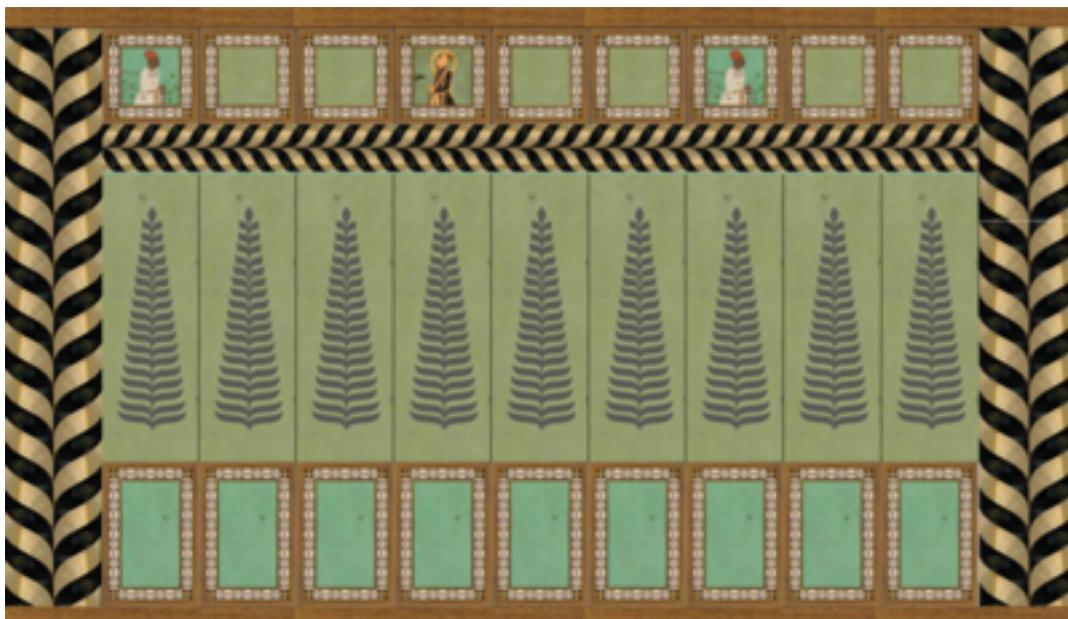
"Gulistan came out of my love for flowers and literally means the garden of flowers. The Mughal era represented flowers in many interesting ways, especially in miniatures, have picked up the floral element from miniatures and started interpreting that in different ways. Therefore you have 3 very distinct interpretations within this collection, each has a floral connotation interpreted very differently."

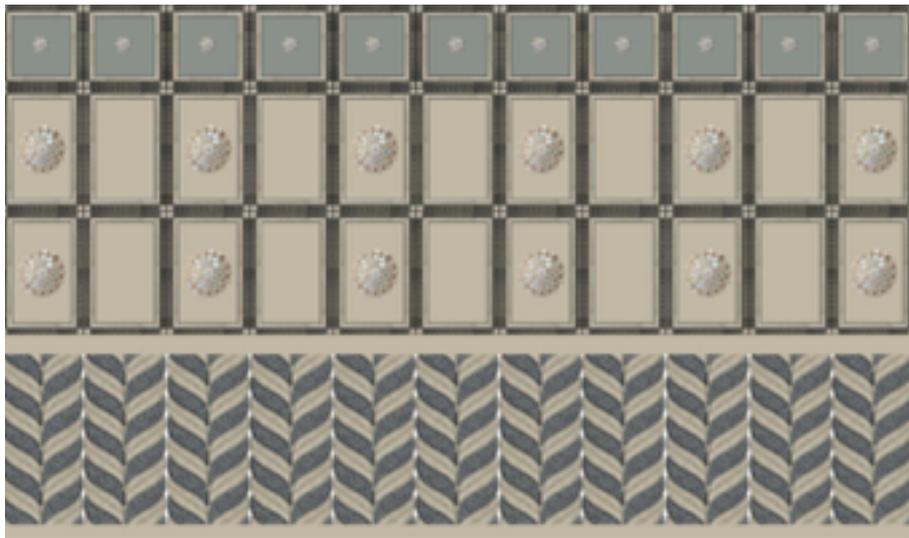
JJ Valaya's design philosophy propagates a space where the classic meets the contemporary; he has an expert eye for detail and today, he unveils a new collection of exclusive designer tiles keeping the same ethos in mind. Finding beauty in contradiction stands true here as well, where the past must coexist with the present, drawing inspirations from mughal miniatures, albeit with modern nuances deeply entrenched to create a dramatic statement in wall art.

The Gulistan Collection



Edition 1





Edition 2



Edition 3



pero by ANEETH ARORA

All the research and explorations that went into creating textiles for péro clothing have in one way or the other contributed to this collection. She says, “Most of the inspirations for this tile collection at some point were or will be incorporated in creating textiles for clothing.”

stories on a teliarumal is a simulation of the patterns on a telia rumal with a twist, inspired by an ikat telia rumal, especially developed for péro with a heart motif, which was then translated into tiles.



VINTAGE GARDEN



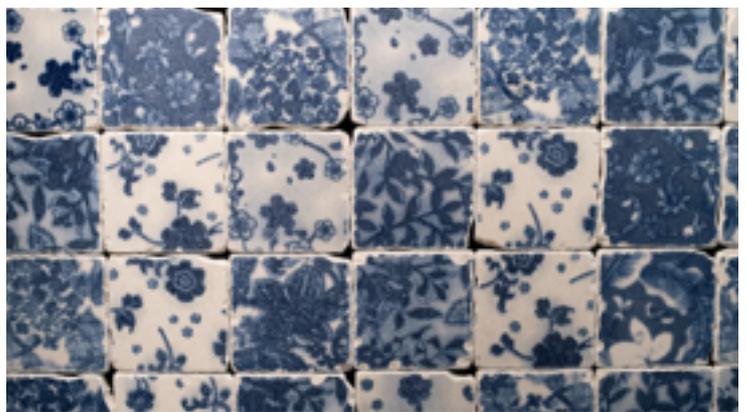
Each collection has a very distinct inspiration, the first being the botanical paintings of Pierre Joseph Redoute, and the idea of being able to paint on a wall like an artist would on a blank canvas.



KINTSUGI:

THE ART OF BROKEN PIECES

is inspired by an ancient Japanese craftsmen practice, wherein the repair could be a restoration in which the damage is incorporated into the aesthetic of the restored item and becomes artistically "better than new."



HISTORY OF FCML

FCML has deep-rooted origins. Its promoters belong to a prominent Delhi-based family with an ancestry that dates back to 200 years. Having made significant contributions in the field of culture, politics and trade; FCML's present retail rendition came about in 1999. It was FCML who brought in Jacob Delafon with plans of a distribution network of the brand.

Subsequently, in 2001, they opened their first design store at Sultanpur, Delhi; followed by their space in Greater Kailash 2. Since then they have been retailing several niche and high-end brands, as opposed to those who play the mass market, gaining priceless experience in the process. Since the very beginning, the focus has always been on adding the best of European manufactured products instead on jumping onto the bandwagon of retailing brands merely positioned as 'global'.

Ever since they set out, they have not only established themselves in four segments including bathrooms, kitchens, tiles and wood floors, but also, in the sphere of home and lifestyle accessories (retailed through their own stores and other channels as well).

FCML, Near Sultanpur, Metro Station, Behind CRC Building, Pillar No. 17B, MG Road, New Delhi, 110030



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