

## FCML presents “THE INCIDENTAL COLLECTION”

An exclusive collection of tiles  
In collaboration with JJ Valaya

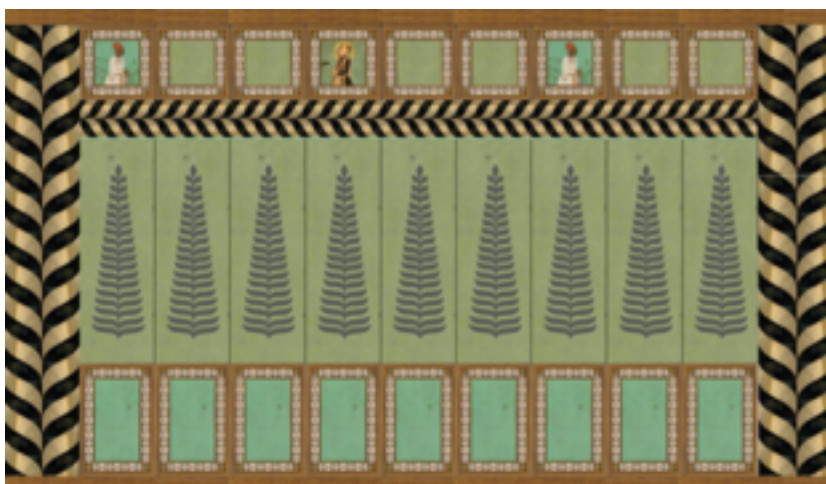
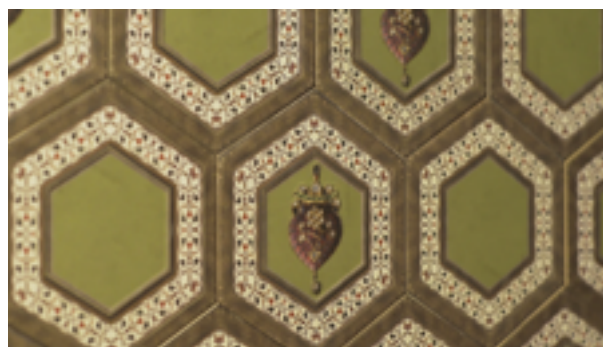
**"Gulistan came out of my love for flowers and literally means the garden of flowers. The Mughal era represented flowers in many interesting ways, especially in miniatures, have picked up the floral element from miniatures and started interpreting that in different ways. Therefore you have 3 very distinct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

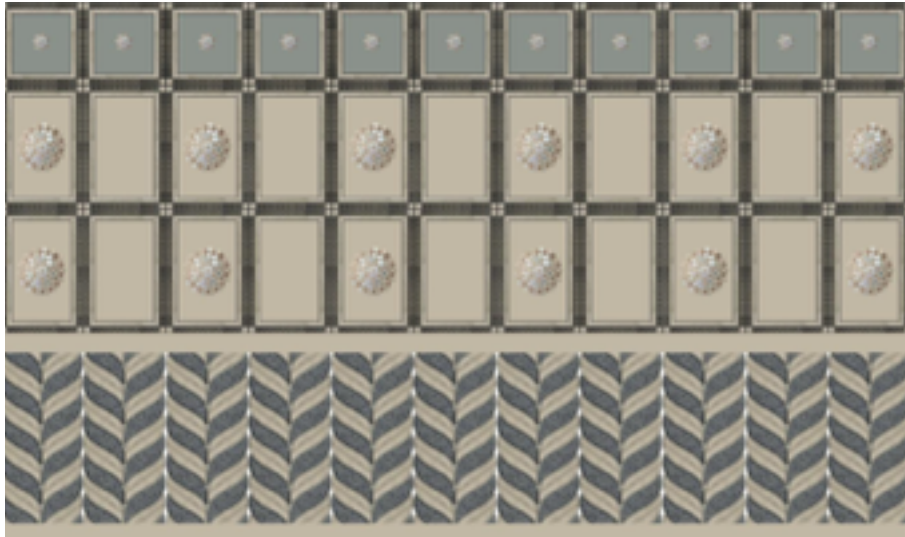
JJ Valaya's design philosophy propagates a space where the classic meets the contemporary; he has an expert eye for detail and today, he unveils a new collection of exclusive designer tiles keeping the same ethos in mind. Finding beauty in contradiction stands true here as well, where the past must coexist 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



## ABOUT FCML

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. 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).

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. They believe in the philosophy of collaborating across streams will help harness synergies that will result in higher and more efficient design at mass industry levels.

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



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