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Bonito Designs unveils 'World Designs' with Gauri Khan and Manish Malhotra

After the success of their previous collaboration, this new chapter signifies an even grander story, promising to reshape the landscape of interior design. 'World Designs' transcends traditional boundaries by infusing international design elements into the Indian context.



BE Staff • ETBrandEquity

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Still from the ad

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Khan and Malhotra's expertise is instrumental in interpreting the rich design heritage of different regions, creating interiors that are not just visually appealing but also emotionally resonant, the brand press release states.

The partnership signifies a convergence of two design sensibilities. With an in-depth understanding of various design themes sourced from cultures around the world, the collaboration aims to offer a kaleidoscope of interior design concepts that resonate with the preferences and aspirations of their customers in India.

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Speaking on the launch of 'World Designs', Khan says, "Design is my passion, and through 'World Designs', I am thrilled to continue this journey of crafting living spaces that resonate with beauty, culture, and emotions. Bonito Designs has allowed both Manish and I to blend our design sensibilities to create something truly unique."

Malhotra shared his thoughts on the launch of 'World Designs' saying, "Design, for me, is a language that speaks of history, culture, and individuality and through 'World Designs', each design element tells a story that reflects the unique essence of the homeowners."

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Rishi Sharma, CMO of Bonito Designs, adds, “Our collaboration with Gauri Khan and Manish Malhotra for 'World Designs' is a testament to our commitment to bringing exceptional design experiences to our clients. This partnership is more than just a collaboration; it's a blend of design philosophies that transcend cultures and boundaries.”

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Bonito Designs' commitment to translating these global design themes into practical and aesthetically pleasing home environments, customised to meet the preferences of individual clients, sets a new benchmark in the industry.

Watch the ad here:

World Designs with Gauri Khan & Manish Malhotra | Bonito Designs



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