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PRODUCTS

A symphony of style: Innovative Design Group's enthralling experience centre

Transforming spaces and redefining design, Innovative Design Group (IDG) launches 'Innovative Design Studio (IDS)' at their stunning experience centre in Okhla, New Delhi.



Tailored to the sophisticated palette of true design aficionados, IDS offers an unrivalled experience with its exceptional lighting collection. These light fixtures not only illuminate but also bring a touch of elegance and creativity to any space. The Innovative Design Group specialises in curating environments that exude a heightened sense of style and refinement with its two dynamic & interconnected verticals – Innovative Lighting Designs Limited (ILDL) focusing on advanced architectural lighting and IDS which excels in the decorative lighting realm.

Under the leadership of CEO Aryaman Jain, IDS brings transformative experiences to their patrons. The experience centre showcases the meticulously crafted curation of some of the finest imported lighting brands. This handpicked collection, featuring exclusive partnerships with over 13 global brands, narrates a unique story in every fixture. Under the umbrella of this exquisite label, every radiant illumination evokes emotions, serving as statements of artistry meticulously crafted to reflect distinct styles and personalities.

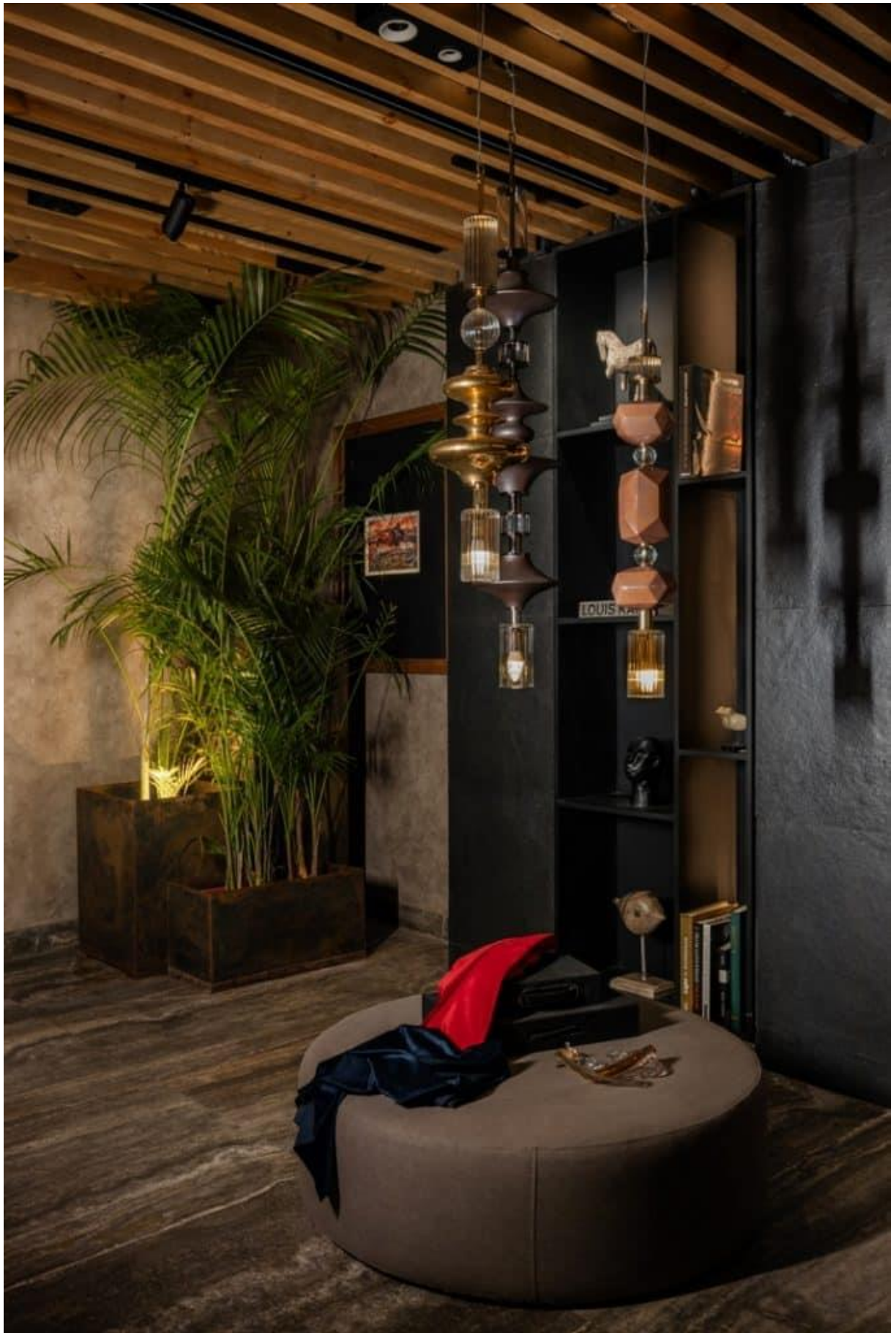


IDS takes pride in crafting lighting brilliance by fusing art and technology, thereby enhancing interiors and lifestyles. With a profound understanding of the language of light, IDS goes beyond traditional illumination, infusing spaces with elegance and luxury, with an unparalleled offering of decorative lighting. Each light is a masterpiece, a testament to their passion for perfect form and function that results in timeless aesthetics.

Step into the Innovative Design Group experience centre and be enveloped by the high art of illumination where light is not just an accessory, but also the protagonist. The 5,600-sq ft studio has been designed to highlight the spectacular beauty of the lights, and experience their transformative power. Its dark, rustic interiors radiate a charming rawness that become the perfect canvas for the interplay of light, shadow and space. A dark room with no natural

light has been created at the studio for clients to not only view, but also witness the magic of clever installation of lights. It stands as a testament to the art of illumination that imparts a whole new dimension to interiors.





The experience centre, designed for both connoisseurs and creators of high-end lighting, presents a meticulously curated collection of the world's finest light fixtures. Each piece is chosen for its exquisite beauty, high-quality materials and brilliant craftsmanship. The double-height area of the space is adorned with the installation Geometrics by Brokis, infusing an air of luxury. The masterfully crafted lights from Catalleni & Smith offer a glimpse into the transformative power of lighting in personal spaces. The centre's architectural design thoughtfully integrates each fixture, allowing for an immersive journey through different styles and design philosophies. Some of the other brands showcased at the experience centre include Axolight, Beau et Bien, Lobmeyr, Lumia, Multiforme, Salansky, Zafferano, Elite Bohemia, Martinellu Luce, Folio and Lorenzon.

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