

STORE PROFILE

De-Cor: Globally Inspired Furnishings

by Jason Loper Jan 31, 2013

• Location: Pasadena , CA

• Website: de-cor.com

Store History

• Founded: November 2011

• Founded by: Deepali Pareek











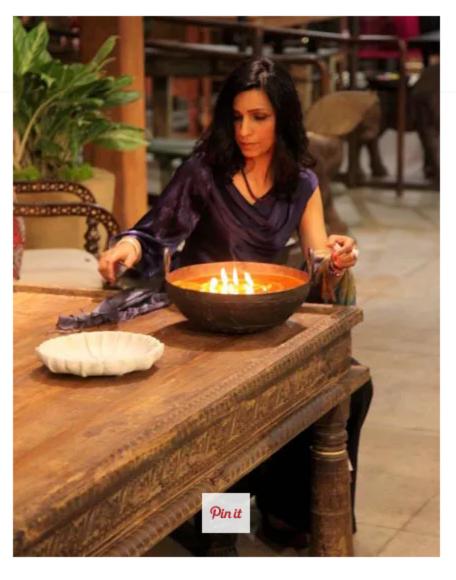


Location: Pasadena

Specialty: Handcrafted artifacts and furnishings that embrace the cultural and

traditional arts of the Indian sub-continent **Price Range:** (\$\$) Mid-Range

De-Cor's founder, Deepali Pareek, had a vision for bringing global goods to Southern California. To do this, she set up shop in an 8,000 square foot building, outfitting it with the help of AkarStudios to create an open warehouse concept, and stocking it with handcrafted, antique and vintage items from South East Asia.



Name: Deepali Pareek/Founder & Owner (pictured above)
When did you open De-Cor? November 2011

What was the inspiration for De-Cor? We have a global inspired vision, so the need for a spacious place was crucial to showcase our products. Finding De-cor's 8,000 sq. ft building was a dream come true because it met our expectation. Our design team at AkarStudios, under the guidance of Principal Sat Garg, were able to create a visual narrative for the display of artifacts. They created a destination gallery atmosphere in the store, while keeping the open warehouse-concept.

Where do you source your merchandise? The source of our products mainly comes from India because Deepali's family owns a factory near Johdpur but many of our Antique and vintage items are source through South East Asia.

What is the current best selling item? Our current best selling items are our Dee silk pillows and Half Suzani pillows (photo #5). We have many colorful pillows, cushions, and tapestries that are hand-sewn, uniquely designed, and one of a kind; they usually come from different tribes in remote villages of India. Our customers love how the products bring a natural ancient accent in their home.

What is YOUR favorite item? My favorite item in the store is the antique three doors window panel from private Haveli in Rajasthan (photo #4). The piece is intricately carved and the color is exquisite. It is a façade that acts as a sort of mask. It tells the story of life behind it, even while it provides a vital feeling of privacy. Sadly, I know

story of life behind it, even while it provides a vital feeling of privacy. Sadly, I know that I won't be able to find another like it.

Other than your own, what is your favorite store? My favorite store besides my

the country and they blend Ethnic details with a modern twist.

For more about De-Cor, visit their store page over at Marketplace.

own, is located in India and its called Goodearth. They have several locations around