

At Home

De-cor: Everyday Exotic

The visually striking aesthetic culture of India blends beautifully with almost every interior design motif

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A decade of successful growth with her Livin' Art store in South Pasadena has led Indian furniture and decorative arts entrepreneur Deepali Pareek to open a much larger showroom in Pasadena where she found an historic building that would showcase architectural elements, furniture, textiles and artifacts.

"I wanted to be in the same area so that my customers could find me," Pareek says.

Her new showroom De-cor is located on San Gabriel Blvd. just south of Colorado Blvd. and is housed in a plain brick building that opens into an eye-popping feast for the eyes with a cavalcade of colors, textiles, charming objets d'art and beautiful furniture.

With the help of Sat Garg of Santa Monica-based Akar Studios, Pareek has created a store environment which is roomy, accommodating, and the perfect setting to celebrate the exotic yet worldly qualities of Indian decor.

The word De-cor was selected for the store name because of its modern sense; a contrast achieved by dividing the two syllables with a symbol that is both ancient and ethnic in its character.

The beauty of Indian artistry with regards to furniture, art and textile is that no matter the setting, you can almost always find a fitting piece to complement the surroundings with looks from traditional Spanish, Colonial, Mediterranean or even an ultra-chic modern loft.

Pareek explains her collection has three main components: Antiques; reproductions made from reclaimed wood and antique architectural elements; and the contemporary furniture also built in her factories. She designs a number of the styles.

"A combination of ancient with modern, both in single pieces and in whole-room decor," Pareek says. De-cor offers a large range of interior & exterior design categories: chairs, benches, dining tables, coffee tables, patio pieces, beds, textiles, fabrics, pillows, even various pottery and stone work items and of course, antiques.

With her own factories at her disposal, Pareek also caters to custom jobs. As well as offering original and unique antiques, De-cor has the ability to create custom furniture with a specific size, design and finish.

What clients seem to value most about De-cor is the beauty and uniqueness of the pieces.

"Many of our objects are antiques, so you really wouldn't be able to find them anywhere else. But even the pieces that we design, we only make one or two. We keep it that way so the client knows they're taking something truly special home with them," says De-cor's Sales Director Ricardo Chavez, Jr.

"And our prices are very reasonable," Pareek interjects. Since she actually owns the factories and there are no middlemen, she is able to offer wholesale-like prices.

"Factory-direct prices for beautiful pieces," she says, smiling.

De-cor is located at 30 S. San Gabriel Blvd. in Pasadena. For information, call (626) 405-0897 or visit www.de-cor.com.