

STRIVE FOR PERFECTION

A CELEBRATION OF DESIGN & LUXURY



ROLLS-ROYCE ENTHUSIASTS' CLUB



A prestigious venue, The Saatchi Gallery, London

The Rolls-Royce Club pays tribute to the world's finest designers and brands – RJIA featured

One of the most prestigious car clubs in history, the Rolls-Royce Enthusiasts' Club (RREC) recently launched its 2016 yearbook, *Strive for Perfection – A Celebration of Design & Luxury*, at simultaneous events in London and Manchester.

Rakeshh Jeswaani is the only Indian interior designer to be featured in the RREC's coveted 2016 yearbook. The book is as much a tribute to the magnificent Rolls-Royce as it is to designers and brands that represent the pinnacle of design & luxury across the globe.

The London launch took place at the exclusive Saatchi Gallery.

The event was attended by more than 800 guests, including Rolls-Royce owners, Bentley owners, and an array of VIPs. The evening was hosted by motoring journalist and TV presenter Quentin Willson, racing driver and TV presenter Vicki Butler-Henderson, and renowned wine critic Jilly Golden.



Interior Designer Rakeshh Jeswaani



The RREC 2016 Yearbook

Discussing the content of the new book, Jaclyn Smith, business Manager at the RREC commented: “Our publishing partner, St James’s House, enlisted the help of a number of leading experts, who share our love of Rolls-Royce, to produce a fitting homage to what is one of the world’s most prestigious names in luxury.”

Richard Freed, Director of publisher St James’s House, said: “What better way to launch this wonderful book than with a celebration of the finer things in life? We were all hugely excited to be involved in such a memorable event.”

The book’s concurrent Manchester launch was held at the equally luxurious setting of Rolls-Royce Motor Cars Manchester – the official Rolls-Royce dealership for the region. Surrounded by the finest luxury models in the world of motoring, the publication was unveiled to an audience of RREC members and special guests.

Rakesh Jeswaani, and the team at RJIA, are excited to have been recognized by the Rolls-Royce Club, and selected to be part of this wonderful book that will adorn the shelves of Rolls-Royce owners across the world.



Rolls-Royce owners, Bentley owners and VIPs at the launch

DEDICATED TO DESIGN

*MUMBAI-BASED RAKESHH JESWAANI IS A MASTER OF INTERIORS,
AS BOTH HIS DESIGN COMPANY RJIA AND HIS PARTNERSHIP
FURNISHINGS FIRM CURIOSITY FURNITURE GO TO SHOW*

When it comes to interior design it is the imperceptible attention to detail that marks a job well done. It's the reason why Rakeshh Jeswaani Interior Architects (RJIA) is single-handedly responsible for some of the most beautiful apartments and villas in India.

For the past 23 years, Rakeshh Jeswaani, proprietor of RJIA, has been practising interior design on a variety of high-end projects around Mumbai and other Indian cities, including Indore, Bangalore and Madras. These have ranged from 3,000-sq-ft apartments to 15,000-sq-ft villas, as well as retail and commercial spaces.

A WORLD OF INSPIRATION

Rakeshh's influences span the globe – the architecture and decor found in places such as Istanbul, New York, London, Milan and Tel Aviv keep his ideas fresh – yet he never forgets that he is always creating a home.

"I like designing spaces for people," he says. "I like understanding how they live and what they would like in a space and combining that with my own aesthetic sense." Equally at home creating a flamboyant, over-the-top interior as he is doing a chic, contemporary space, Rakeshh's signature element is a keen attention to detail, not just to the design, but to the client as well.

"When we do any interior space we start at the basics," he says, "from the flooring to the windows, all the hard surfaces, then we go into

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the decor, sometimes even to the napkins and the linens. There are lots of discussions that go on, and it's what our clients appreciate, a lot of personal attention."

THE NEW CURIOSITY SHOP

A keen understanding of materials and correct detailing allow Rakeshh to achieve his excellent finishes. This is helped in no small part by another passion of his that is aligned to the business of interior design – furniture making. In 1999 he, along with partner Roomi Maneckshaw, founded an outlet for their long-nurtured passion for furniture – Curiosity Furniture Pvt. Ltd.



A high-end retail store for fine furniture and accessories, it both satisfies Rakeshh's desire for more refined work, and meets customers' demand for bespoke furniture. Much of the work is tailor-made or customised – often an entire apartment can be fitted out in these unique pieces, which marry traditional Indian craftsmanship with international contemporary design and finish.

"Our main forte is these pieces that are unusual and designed by us, and are therefore not run of the mill," he says. "There are lots of elements to them: for instance, it could be that we have employed Italian-style mosaic using precious stones or silver cladding on wood."

Despite its success, Rakeshh insists that the firm will keep its boutique status, otherwise, the attention to detail would be lost. "We're a small design firm; we take on very selective projects," says Rakeshh. "Whatever we take on, we put our entire heart and soul into it – we don't just churn out projects. I'm hands-on with my work. I don't completely delegate it, I make sure that I'm involved in a project every step of the way. We take on less work because we want to do full justice to the work we're doing. This isn't a business for me, it's absolutely a passion."

www.rjia.in

