

Customising with Costing

With the motto of selling a look than just the product, Pepperfry forays into customisation. With the Bespoke Studio, the brand delves into modular and custom carpentry setups of different spaces. Walking through one of the studios in Thane, **Bhumi Gupta** pens down the quirky appeal of the space and its offerings.



In the era of all things moving online, Pepperfry.com is one of the pioneer companies to sell furniture and home products over internet in India. With an established market and growing clientele, Pepperfry.com is the first company that takes experiential selling to the next level through a unique initiative – Bespoke. With this end-to-end home interior design solutions service, the company has partnered with certified specialists as consultants.

With this new service, Pepperfry will evolve into full-stack home interiors solutions provider, which it claims makes it the only comprehensive home improvement and interior solutions destination in the country. The team of Bespoke is to advise and recommend consumers as they look to design their home interiors on the website indicating the product appeal in their space. The

dreams of cool, unique and functional interior designs are now a reality, thanks to Pepperfry Bespoke.

It is through these design experts that Pepperfry unveils multiple looks to suit different set-ups, thereby, enhancing consumer experience. The new Bespoke services is to extend to free shipping, doorstep delivery to 1000+ cities along with attractive loyalty points to all Pepperfry.com customers.

The experts at the Bespoke studio deliver complimentary design consultation to create avant-garde interiors tailored to suit niche requirements. The design process at Pepperfry Bespoke commences with a detailed profiling of customers to understand their lifestyle and aesthetic needs. This is done through colour and aesthetics test that the client has to take in order to put forth his idea and vision of the requirement.

The services also include design solutions through 3D visualisation, space optimisation, budget planning, false ceiling, plumbing, civil work, modular solutions, painting, and electrical fittings. The Pepperfry Bespoke Studios are large format stores with a huge display of modular solutions and access to a comprehensive material library to enable consumers to experience the different materials and finishes curated by Pepperfry experts.

The studio is bifurcated in levels that showcase multiple setups of live scale kitchen and bedroom scenarios for customers to experience the look and feel of the materials on display with the effect it has on the space. Along with the display for the furniture range from Pepperfry, the studio also has a niche made for experiencing and using the furniture. The clients are welcome to visit the space and sit there for a prolonged time.

Pepperfry Bespoke also includes an expanded suite of offerings that include not just fixed furniture but modular units & kitchens, wall treatments, flooring and paint services. Additionally, consumers can benefit from the transparent pricing (no hidden project costs) along with flexible payment methods devised as per the phase of the project.

For the design-it-yourself segment of customers, Pepperfry



Bespoke offers pre-curated concepts under the “Shop the Look” section. It showcases trending design concepts across various styles, price points and room types. These concepts leverage Pepperfry’s extensive selection in furniture and home products and can be further customised based on specific requirements.

With this latest offering, Pepperfry is successfully assisting individuals and popular brands in furnishing residential, commercial and outdoor spaces through its team of seasoned interior designers. Pepperfry Bespoke has partnered with leading brands like Hettich, Bosch, Siemens, Kajaria, Gyproc, Marshall’s Wall Coverings, JSW, Merino ply and laminates, Kaff, Faber, Picostone, among others to achieve good quality end products. ▲

bhumi.gupta@saffronsynergies.in

