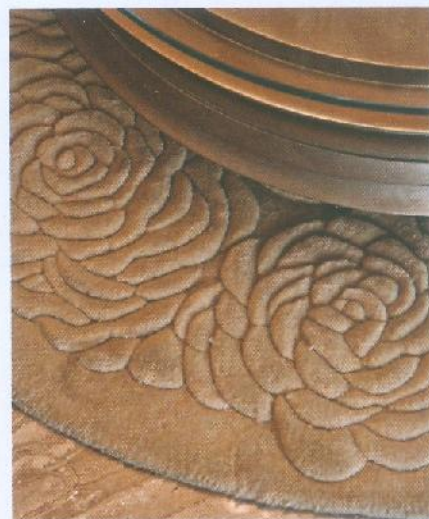


DECOR PEOPLE AT WORK WITH



Detail of the intricate, rose patterned, monochrome rug that enhances the feminine feel of the space

QUICK WORD

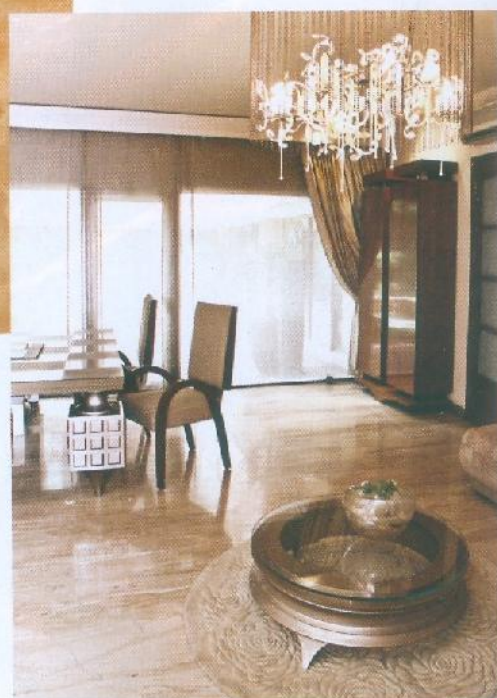
PRIZED CORNER My Desk
AN ESSENTIAL WORK DRINK Tea
DESIGN FAIR YOU VISIT EVERY YEAR Salone del Mobile, Milan
YOUR FAVOURITE PROJECT My latest collection
WHAT NEXT Greater visibility in Mumbai, Hyderabad, Chennai...

Below, from Left Resting against the French windows, a large ring chair with a fur seat in Irish oak veneer; The office. Opening out to an atrium, it receives lots of natural light. The bespoke furniture has been designed by Anjali

IN THE STUDIO OF ANJALI GOEL

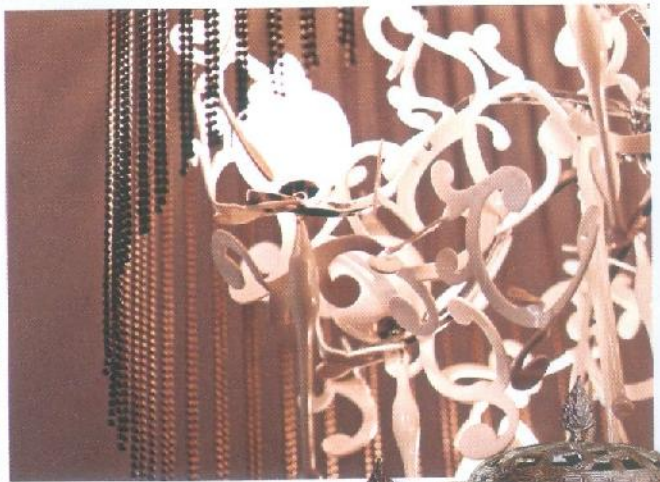
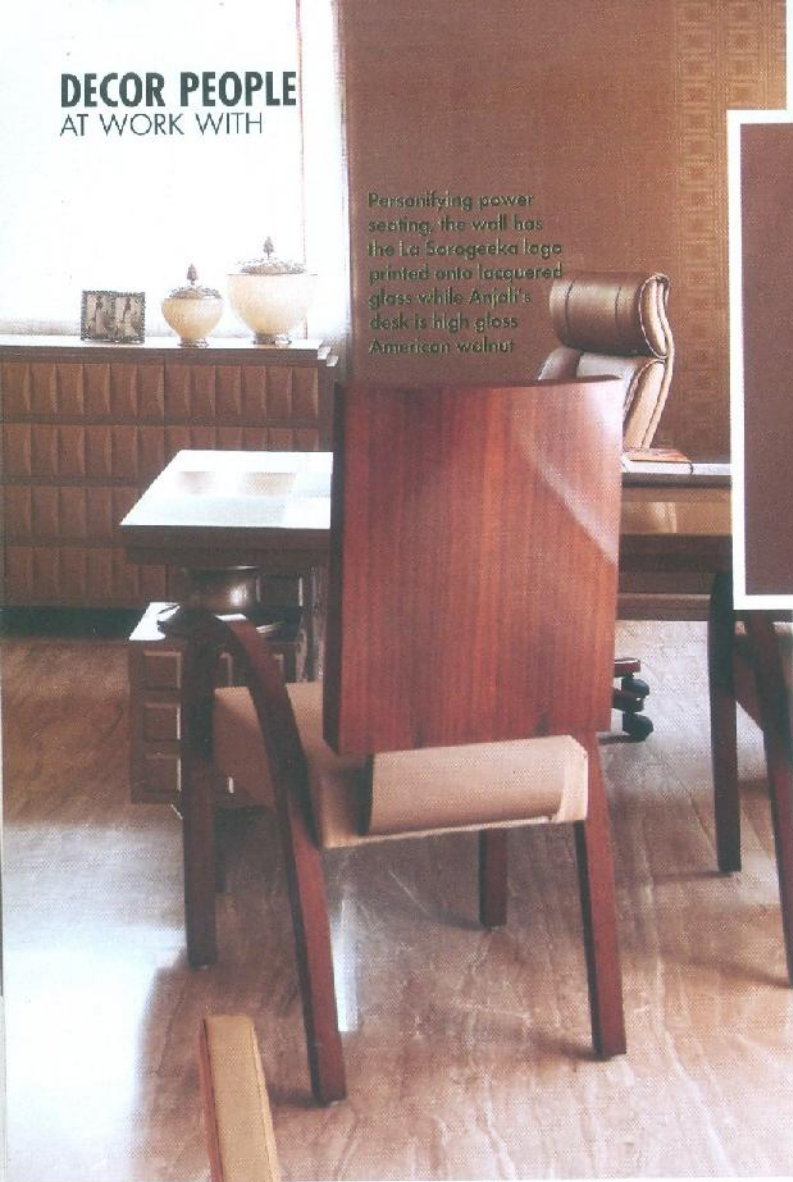
We take you to the drawing board of your design favourites, giving a glimpse of what keeps them ticking – tatty postcards, invaluable scribbles, priceless notes, et al

PHOTOGRAPHY BY **TANUJ AHUJA** PRODUCED BY **SONIA DUTT**



DECOR PEOPLE
AT WORK WITH

Personalizing power seating, the wall has the La Sorogeeeka logo printed onto lacquered glass while Anjali's desk is high gloss American walnut



Above Close up of a chandelier from her travels with customised bronze beads
Right White and silver accessories accentuate the sideboard



I STAND FOR LUXURY AND EXTRAVAGANZA. UBERLUXE IS MY STYLE STATEMENT

Upholstered chairs with stainless steel legs stand in what Anjali calls the "cosy corner"

Hexagonal side table - her favourite spot to design or ponder



Buff leather greets you as you enter the reception foyer



Since its launch in 1988 in Delhi to provide custom-made interior merchandise, La Sorogeeeka's has done it all - from designing homes, offices, hotels to turnkey projects all over the world. We met Anjali Goel, the visionary behind the brand in her sand and silver Okhla office, the nerve centre of their contemporary style and modern aesthetic. The interior designer tells us how it is the perfect tabula rasa for her creations.

ELLE DECOR: How would you say your space imbibes the design ethos of La Sorogeeeka?

ANJALI GOEL: It was inspired by all that Anjali stands for. It had to have my signature style and be true blue La Sorogeeeka. It is functional, feminine and fashionable and speaks volumes in design and layout. The play of textures and emphasis on detailing is our strength, so the table top in a satin and matte finish with metal coated legs. The lacquered glass with etched logo on the back wall is a personal style statement.

ED: Why have you chosen a beige theme?

AG: My mind is a room of colour so I prefer being surrounded by monotones. My previous workspace was pearl grey. This time it's a new shade of beige that I call sand, highlighted with a rust wood shade.

ED: What is your style mantra?

AG: Imparting a wow factor to interiors. I stand for luxury and extravaganza. Uberluxe is my style statement.

ED: How do you approach an interiors project? Start with a style or colour palette?

AG: The approach is a combination of usability and design statement. The visual appeal is foremost and hues are filled in.

ED: What are your daily inspirations?

AG: Anything and everything. Cultures, emotions, motifs. Nature is a constant inspiration. Before you can do anything you must have the power to imagine it. ♦

Isha Singh Sawhney