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P-pop phenom
Karan Aujla dreams
of Arijit Singh collab

IMDb 25 years
of Indian cinema

SUPER HIT

Dulquer Salmaan, Kalyani Priyadarshan and Dominic Arun's top-grossing superhero film *Lokah* testifies that storytelling — once again — is the real power in Malayalam cinema

The Architecture of Adornment

Sarah Choudhary transforms jewellery retail into immersive storytelling at Hazoorilal by Sandeep Narang

Some spaces speak in whispers, others in declarations. Sarah Choudhary designs in deliberate sentences — each material a word, each beam of light a comma — and Hazoorilal by Sandeep Narang's flagship showroom reads like a poem in gold. This project brings together two forces: the maison's 70-year legacy of jewellery craftsmanship and a design vision that sees retail not as display, but as experience. "A showroom should be an encounter, not just an arrangement," Sarah says, framing her approach as the creation of a living interaction between brand, space, and visitor. She approaches the showroom as a stage where craft, brand, and client meet in a shared story — choreographed as precisely as a jeweller setting a stone. Her starting point was not "How do we showcase jewellery?" but "How should someone feel the moment they encounter it?" The resulting space mirrors the discovery of a jewel: a first glimmer, then a closer look, and finally, the reveal. "Every choice has intent — design must serve the memory, not just the



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moment,” she explains. Polished marble floors speak of permanence. Warm metal accents echo the glow of gold. Bespoke lighting captures the sparkle of gemstones without overpowering them. Materials here are not afterthoughts — they are active players in the experience. Sarah’s design language balances spectacle with restraint. She understands that the spaces between displays — the pauses — are as important as the displays themselves. “Luxury is curation. What you leave out matters as much as what you put in,” she notes. For her, true luxury is about selection with purpose, not accumulation without direction. Like a master jeweller who honours both the stone and the wearer, Sarah designs for both the brand and the visitor. She listens to the atelier’s heritage, its generational devotion to craft, and aligns it with the expectations of today’s client — one who values not only what is bought, but how it is experienced.

In a retail world chasing instant impressions, the flagship invites you to slow down. It encourages you to linger by a display, to watch how

shadow and sparkle converse, to feel the confidence of a brand that doesn’t need to shout to be heard. Here, architecture and adornment work in concert, each elevating the other.

As a lead designer at Habitat Architects, Sarah carries forward a multigenerational legacy of design excellence — shaped by her family’s design sensibility and architectural precision. This heritage, paired with her architectural education at Central Saint Martins and the New York School of Interior Design, gives her a layered vision that blends proportion, craft and immersive storytelling.

For Sarah, design is never a static statement. “Every project is a conversation,” she says, “between the materials, the brand’s legacy and the people who will step inside.”

This maison’s showroom is more than a place to see jewellery; it is a living gallery of craft, culture, and the enduring allure of things made with care — a space that honours its heritage while embracing the experience-driven luxury of today.

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