

A collection of colorful, patterned cushions and baskets on a wooden floor. The cushions feature various designs: a red and white leopard print, a blue and white floral pattern, a white and blue floral pattern, a red and white zigzag pattern, and a brown and white geometric pattern. The baskets are made of woven material in shades of blue, green, and brown. The overall aesthetic is bohemian and eclectic.

VFM DESIGN

Weaving a value-added furnishing experience



ART WEAVING TALES

A premium furnishing brand, 'VFM Design', reiterates the promise of exclusivity and a holistic approach to curation of textile collections. Our design philosophy blends creativity and comfort, with functionality and design, to induce a sensory cornucopia of vivid dreams, woven with threads of visual and tactile experiences.

The new launch with a marked influence from the timeless world of storytelling, presents five theme based collections, each floating on the wings of imagination,

A selection of weaves and blend of materials impart varying dimensions to the FAIRYTALE Collection, creating an alluring narrative with evocative colours and surreal patterns, inspired by 'Alice in Wonderland'; while emphatic textures and wild designs of the FABLE collection reminisce the adventures of 'Jungle book', in a seamless array of abstracts, organics and geometrics. Rich jacquards, printed velvets and stylized florals in an opulent palette are the inimitable signature of the FANTASY Collection like a wish granted in the magical world of Aladdin. The FICTION collection, on the other hand revisits the modern myth 'Tron Legacy' making a bold statement with 3D cut velvets and embroidered binaries in cyberchic colours and bio digital patterns. FOLKLORE Collection echoes as the melodious grand finale of the diverse launch inducing a feel of tranquil luxury with musical harmony of the Carnatic Raga System intertwined into elaborate jacquards, ethnic damasks, sumptuous velvets and sophisticated satins.

With an assortment of varied articles that stand out independently to fulfil diverse furnishing requirements, as also coordinate with each other to complete intricate design schemes; this launch writes a distinctive story of its own.



Embodying a sense of jungle with dense jacquard velvets, buzzing bees with honeycomb and printed tiger stripes in modern geometric format, the collection encompasses an array of abstracts, organics and geometrics.

A collaborative seamless integration of tones and shades, depth giving textures and wild patterns; And their mutual co-existence projects an image of Mowgli's childhood habitat.

FABLE



FABLE

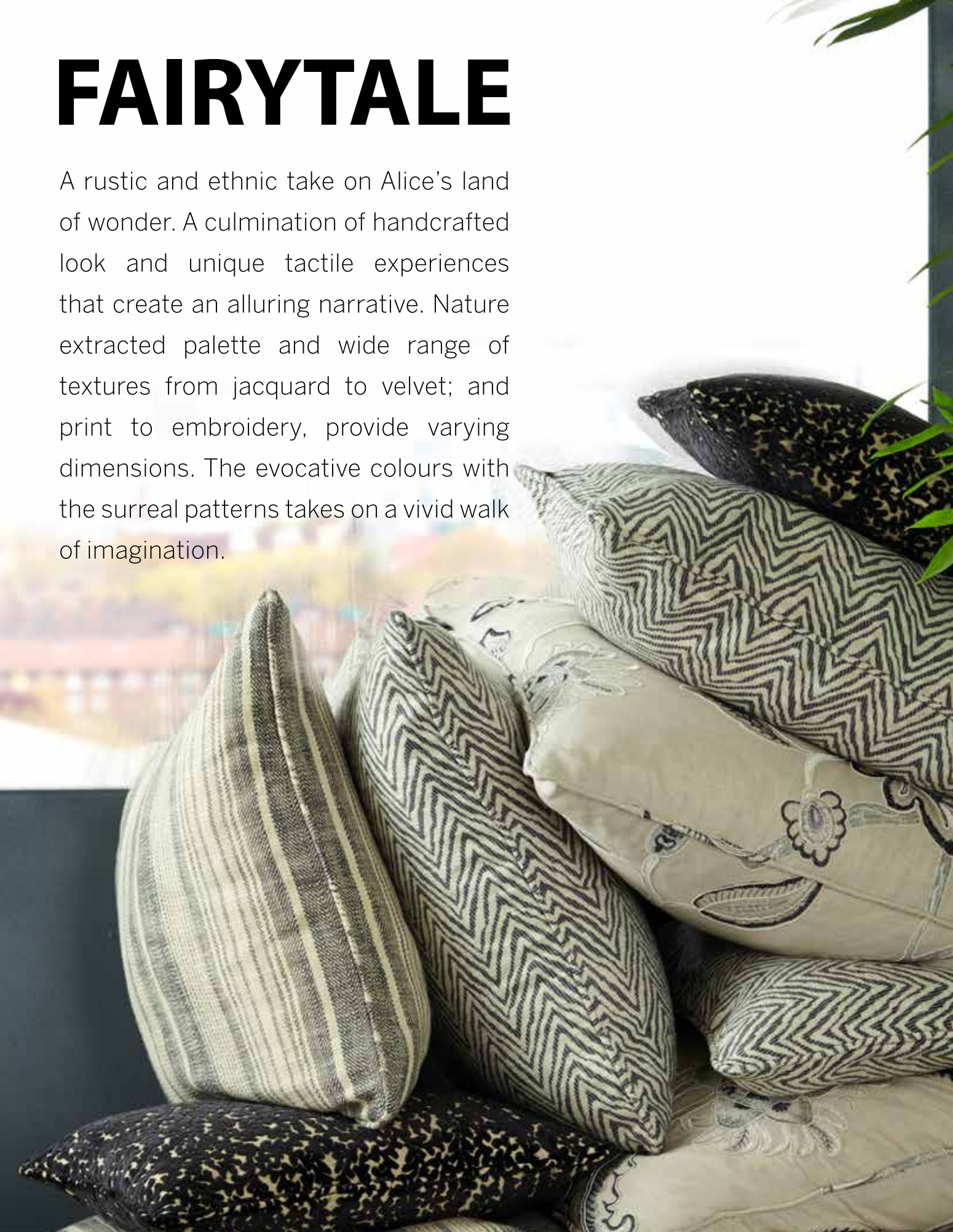
A Reflection of Memories





FAIRYTALE

A rustic and ethnic take on Alice's land of wonder. A culmination of handcrafted look and unique tactile experiences that create an alluring narrative. Nature extracted palette and wide range of textures from jacquard to velvet; and print to embroidery, provide varying dimensions. The evocative colours with the surreal patterns takes on a vivid walk of imagination.





FAIRYTALE

Relaxed and Rustic





The background of the entire page is a collage of textures. On the left, there are two layers of patterned fabric, likely velvet or jacquard, with intricate floral and paisley designs in dark blue, red, and gold. To the right of the fabric is a large area of light-colored, heavily cracked and distressed paper. In the bottom left corner, there are several pink roses, some in full bloom and others as buds, adding a soft, natural element to the composition.

FANTASY

An eclectic and sumptuous collection of intricacy and magnificence, with stylized florals, opulent palette and dramatic lustre that adds a magical spirit to the assemblage.

Printed velvets and jacquards adds richness to the collection with the textured plains giving it a quintessentially, fantastical in character, just like a wish granted for Aladdin.





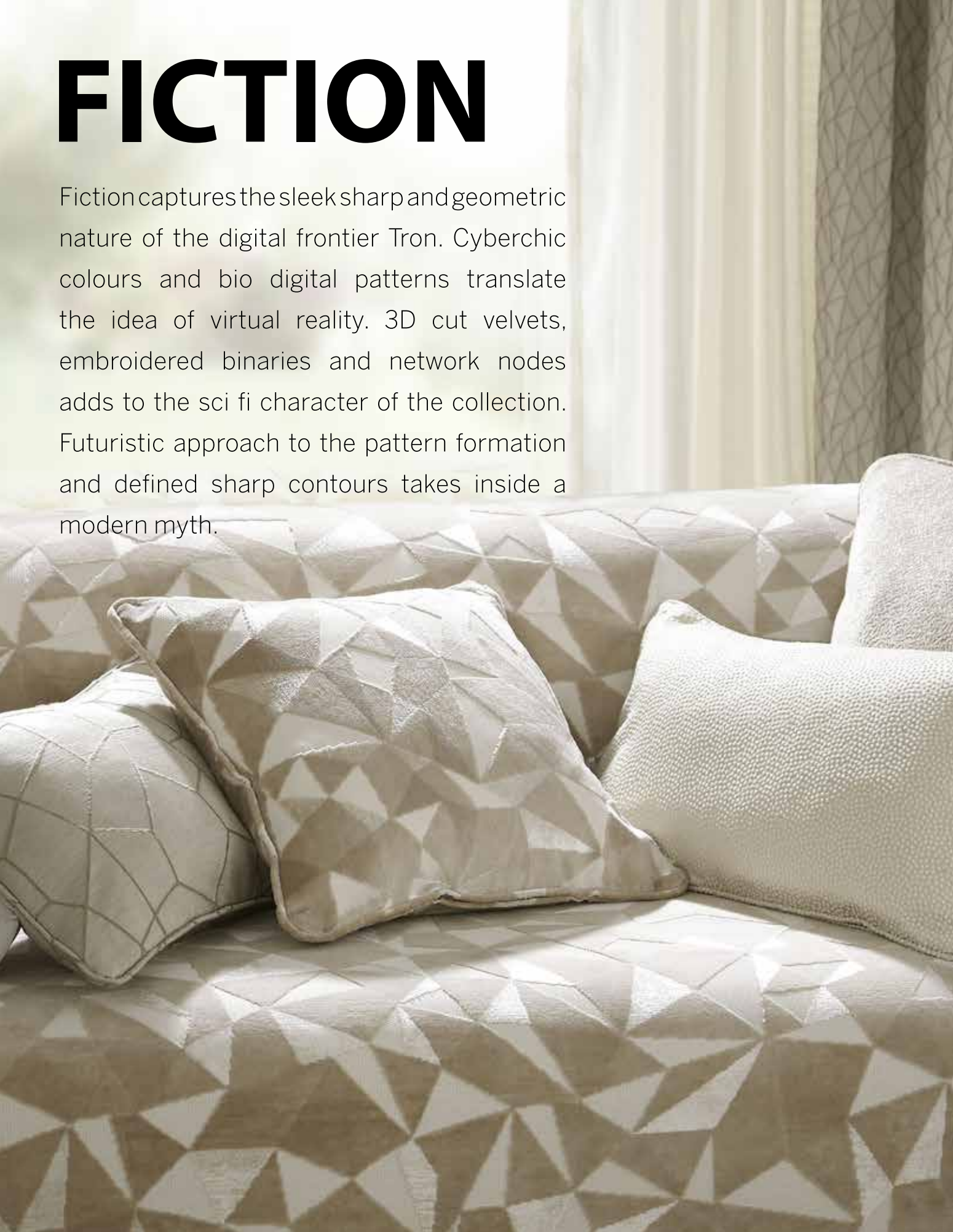
FANTASY

Spirit of a Genie



FICTION

Fiction captures the sleek sharp and geometric nature of the digital frontier Tron. Cyberchic colours and bio digital patterns translate the idea of virtual reality. 3D cut velvets, embroidered binaries and network nodes adds to the sci fi character of the collection. Futuristic approach to the pattern formation and defined sharp contours takes inside a modern myth.





FICTION

The Future is here





FOLKLORE

Folklore instills a unique voluntary synaesthesia, simulating a harmonious accompanying music for the story theme. With each article inspired by the Carnatic Raga System, the collection evokes a sense of harmony. Woven Jacquards, ethnic damasks, sumptuous velvets, with sophisticated satins induce a feel of tranquil luxury. Refined neutrals impart a delicate enticing feel.







FOLKLORE

A concert of monochromes



VFM DESIGN

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