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## Female Designers That Are Giving A Fresh Narrative To Interior Designs

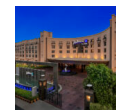
Women entrepreneurs that are making waves in the decor space with their keen sense of aesthetics and creativity



By PEAKLIFE

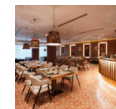
Female designers are in the midst of a strong change prevailing within the design sphere as they become catalysts for redefining the way we engage with and interpret interior spaces. They have revolutionised creativity and innovation within this industry through

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Women and their presence in the design field have brought a breath of fresh air into the industry, offering a new perspective filled with vibrancy and newness. With thorough attention to detail, effective collaboration skills, and a constant commitment to sustainability and inclusivity, female designers are boldly challenging established norms and exploring uncharted territories within the world of design.

One of the remarkable qualities that female designers possess is their innate nurturing nature, which shines through in their approach to human-centric design. They instinctively place emphasis on the well-being and comfortability of users. Unlike just being visually appealing, their designs focus on cultivating spaces that foster emotional well-being through functionality, ergonomic quality and aesthetics. By incorporating elements such as natural light, biophilic design principles or adaptable furniture solutions inspired by nature itself, these designers create spaces they could live in.



Rashi Bothra and Ruchi Gehani, the founders and interior designers of Azure Interiors, personify the power of collaboration and advocate for the spirit of supporting other women in the industry. “We see female interior designers recognising the instinctive human connection to nature and striving to integrate biophilic design



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elements such as natural light, greenery, and organic textures into their projects, adding a touch of melodiousness and well-being within the space. Furthermore, we aim to craft environments that empower and inspire, whether through vibrant colour palettes, unique architectural elements, or design features that reflect self-expression and creativity.”.

In addition to reimagining interior design, female designers are also making significant contributions to the fields of lighting design and furniture and decor design. In lighting design, they are introducing innovative solutions that not only illuminate a space but also enhance its aura and mood. From custom-designed fixtures to interactive lighting installations, female designers are tapping into the power of light to create magnetic and peppy environments that engage the senses.

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Preeti Jain, co-founder of Innovative Design Group, said, “As designers, we’re inspired by traditional design elements and craftsmanship and incorporate them in our own creations with a modern subtlety to create classic yet contemporary pieces. Today, female designers in the industry are blurring the boundaries between art, design, and technology, creating lighting installations that are redefining conventional notions of what lighting is and how grand it could be.”

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Similarly, in furniture and product design, female designers are introducing new trends that prioritise sustainability, functionality, and aesthetic appeal. They are experimenting with unconventional materials, modular designs, and multifunctional pieces that enhance space and serve the diverse needs of modern living.

“Harnessing the power of storytelling within the design process allows for the conveyance of narratives that amplify the voices and achievements of women. If intended, each element in design can be an ode to the magic within every woman, woven with elegant lines, vibrant hues, and inclusive narratives. It can be a testament to the strength and grace that define the feminine spirit. Curved furniture, pastel colours and textured linen create a sense of warmth and tenderness.



As the co-founder of Bay Window, ultimately my vision for feminine elements in design is rooted in respect, empowerment, and a deep appreciation for the inherent magic that accompanies the presence of women,” said Shivani Anand, co-founder of Bay Window.

Whether it’s designing eco-friendly furniture made from recycled waste products or incorporating smart technology into objects, female designers are pushing the boundaries of creativity and innovation in furniture and decor design.

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“The power of creativity lies with women and how they are crafting works of art that are not only functional and aesthetic elements but also translate a message and a value. Female furniture designers imbue their designs with narrative elements, whether through subtle details, symbolic motifs, or evocative names, inviting viewers to engage with the stories behind the pieces and fostering deeper connections between people and their surroundings,” said Sweta Arya, founder and designer of Ochre at Home.

To sum up, female designers, with their transformative practices, fresh narratives, and introduction of new trends, are challenging conventions. They’re promoting individuality and change. From prioritising sustainability and inclusivity to embracing human-centric design and storytelling through their work, women are leaving an undeniable mark on the industry.

As the design industry continues to grow and evolve, the influence of women will only continue to increase. Their vision, passion, and dedication to creating meaningful and impactful spaces are shaping the way we live, work, and experience the world around us. They are

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