



Adding a personalised hue to your space

V&J Furnishings Private Limited was launched in 2015 with a vision to cater to the premium home and office furnishings segment. It is backed by its parent company GFPL having 22 years of rich experience in the manufacturing of home textiles and leatherette

What, besides its inmates, makes a house a home? Well, it's the furniture, rugs, pillows, cushions and curtains, and sheers which lend it a warm, welcoming, and personal touch, isn't it?

One such brand, which helps people to design their home scape (and commercial space also) is V&J Furnishings Private Limited. Located in the posh and happening Sindhu Bhavan area with their in-house manufacturing facility (Gujarat Flotex Private Limited-GFPL) at Chhatral, V&J Furnishings has created a niche space in the consumer market; despite the market being in a constant state of flux, owing to its innovative approach and continuous thirst 'to provide the best to their end consumers'.

THE HISTORY...

GFPL was founded by Vikas Mehta and J P Tosniwal 22 years ago, but their family relationship is more than 40 years old. It was in 2015 when their retail brand, V&J Furnishings, established. The vision for floating this retail brand was to provide quality and 'Made in India' interior design products in a domestic market which was totally dominated by dumped Chinese goods and also to span out the supply chain for more pan-India market penetration.

Based in Gujarat, which is a manufacturing hub and an excellent place to establish and carry out any business, vis-à-vis other states today, V&J Furnishings has become a 100-crore company in an extremely short period despite the pandemic.



SUCCESS MANTRA

"Our success mantra is innovation, quality, accepting new changes, adapting to the market, adopting latest technologies, and always focussing on the needs of a customer," avers Vikas with a smile

PRODUCT RANGE

The trendy product palette of V&J Furnishings comprises of high-quality upholstery fabrics; curtains (in linen, jacquards, embroideries, and prints) and sheers; and artificial leather. They develop and deliver collections of the latest design trends, colour combinations, and innovative technological features (viz. flame retardant, UV resistant, abrasion resistant, water and oil repellent, anti-bacterial, easy to clean, etc.).

CLIENT SPREAD

As V&J Furnishings is vertically integrated, they cater to custom orders from big commercial projects to institutions and hospitality industry, etc. with full commitment of best quality with fastest turnaround time, besides the home segment.

STRENGTHS OF V&J FURNISHINGS

Vikas and Jay are proud of their multiple pluses—sturdy dealer network, finger on the pulse of the consumer, passion to bridge the gap between desires of the customer and reality, tendency to continuously monitor the international design and product market and strengthen their products accordingly, knack of customising foreign products appropriately for the Indian market, thrust on quality and reasonable product cost, and an ultramodern and fully automated plant which manufactures technologically advanced fabrics enabling V&J Furnishings to translate their vision into the final product that satisfies palate of a wide range of consumers. It also has an in-house experienced design team to assess the prevailing furnishing trends and develop designs accordingly, keeping the end user's taste in mind.

CHALLENGES

Sharing their challenges, Jay says, “Well, the only hurdle we face as a brand with integrity is competing in a market which is dominated by inferior quality and low-priced goods where fabric is unbelievably sold at the

price of yarn; but despite this, we haven't compromised on our quality.”

THE PRODUCT LAUNCH PROCESS

With their focus on R&D, the innovate team of V&J Furnishings, along with the leading duo, consistently work on new collections, colours, and designs for all their product segments—upholstery, curtains and sheers, and artificial leather. Besides season-specific collections, they also regularly keep adding to their annual collection. They study a product in-depth, especially in the context of the Indian climate and customer preferences. The next step is tweaking it in sync with the domestic market. Third comes the actual manufacturing of the product at GFPL and then the test of launching it in the market. Post which, gauging the

TANTALISING PRODUCTS

What's in a name, one may say? Well, lots of allure as proven by the names of some of the popular products of V&J Furnishings! Here's sharing a glimpse of some of their product names - Diva Sheer, Expression, Fantasia, Genesis, Gold Dust, Hydde, Impala, Jawa, Lampas, Le Lin, Luxe, Meadows, Morning Star, Olivia, Persia, Rhino, Sanctuary, Sensation, Sheesha, Stylus, Textura, Ultra Dimout, Vienna... - enticing, eh?



response, V&J Furnishings quickly refills the stock through their in-house manufacturing unit. Till date all their products have been well-received by the end consumers.

STRESS ON SUSTAINABILITY

V&J Furnishings is an environmentally responsible brand and strives to use maximum bio-degradable products in the manufacturing process.

THE INFRASTRUCTURE PLUS

V&J Furnishings has a state-of-the-art manufacturing facility equipped with the latest, technologically advanced and automatic machinery lines from Germany, Italy, Korea, etc.; providing them with a cutting edge in the Indian home furnishings segment. The founder duo is proud that their strengths and infrastructure is helping them 'break standard stereotypes' and emerge as perhaps the only manufacturer in India manufacturing and catering to all three segments; namely upholstery fabrics, curtains, and artificial leathers.

SHOWCASING THE LE LIN SERIES

The flagship product of V&J Furnishings is the LE LIN Series. The timeless appearance and lived-in feel of this series, along with the light and airy fabric, make it an attractive choice for shared areas. The natural linen textures and diverse weaves come in softer hues which allow the fabric to naturally open up the space in the room.

The LE LIN series curtains clubbed with 'Ultra Dimout' can help keep out the streetlight or light from the neighbouring apartments. The textures and print designs come in handy during the warmer months to provide one's bedroom with a dense darkness and protect the inmates from the rays of an early sunrise. The softness of the patterns, calming textures, and prints inclusion are offset by the vividness of the shades.

THE INSPIRING EDGE

What makes V&J Furnishings a cut above the rest is that the team does not rest on their past laurels but continues to conduct market research and come up

INTERIOR DESIGN TIP

Well-designed curtains can glam up any space and give it a personality through the clever use of light and shadow. As per latest trends, minimalism, and sobriety with a splash of lively colours have become more popular in decor and design



with new product concepts and designs to give their customers a wow factor.

ABOUT GFPL

With state-of-the-art processing, finishing, and laminating units spread across an area of 35 acres, Gujarat Flotex has an annual production capacity of more than 24 million metres of fabric. After making confident advances into the domestic segment, the company has now spread its wings across the global map with trail-blazing success. Its product quality, designs, and commitment to delivery have earned it the reputation of a well-trusted exporter of furnishings fabrics in the world market.

Gujarat Flotex owes its success to multiple elements including its well-defined strategy of employing cutting edge technology, investing in talent and time in R&D. Over the years, the company has consistently and successfully anticipated industry trends and tweaked its products to cater to the ever-growing market. Their primary focus is on manufacturing designer upholstery and curtain fabrics made of polyester, viscose, rayon, linen, and cotton blends.

IN A NUTSHELL

Armed with their product catalogue which features contemporary and opulent lines that befit both residential and commercial spaces, a competent in-house design team analyses design trends and predictions in order to produce designs reflecting the preferences of consumers and practice of consistently introducing new fashionable designs for V&J Furnishings with its roots in *Garvi* Gujarat. This is a force to reckon with for leading national and global brands and epitomises the 'victory' (Jay) of 'development' (Vikas).

So, what's stopping you from browsing through the unique collection from V&J Furnishings for sofas, curtains and sheers, cushions, headboards, and murals which allow you to mix-and-match a variety of textures and hues to choose the one that best complements your residential or commercial interior.

