

Changing times, changing minds.



The increasingly aspirational aspect of luxury as a sort of destination in itself, has changed almost everything. It's created a whole genre of accessories like cases for phones or watches, and their design and offers a range of luxury and tech-driven features in the new spaces we have fostered over the last couple of decades. With the unending search of the better, brighter bling-encrusted space, there's much that has been lost in translation.

An antidote to this sort of mindless consumerism comes to us in the form of the small movements that have sprung up all across the thinking world. Here, people like us, those with choices and spending capacity, are choosing simpler, less cluttered lives; higher tech, but with a lower imprint of unkindness; slower, more artisanal processes and in general upping the 'Zen' component of their lives.

They eschew the magpie effect that seems to have overtaken most of the consumer world and made very conscious, mindful decisions on what they want from their environments and their lives, and so ensuring that the spaces that enclose them are imbued with features that enhance a sense of well-being.

May we hope that a little touch of this will waft gently into our own decisions on the design of our products and spaces? These decisions will nurture our own artisan traditions, our own culture and will permit a higher level of true indulgence, rooted in well being and the great luxury and elegance of the simple.

I look forward to hearing from you.
Please send your thoughts to me at sylvia@ifj.co.in

A handwritten signature in black ink that reads "Sylvia Khaw". The signature is written in a cursive style with a horizontal line underneath.