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APRIL 2026

INDIA
TODAY

HOME

IN CONVERSATION
WITH ARCHITECT
THOMAS PARAMBIL

RETAIL THERAPY
WHEN FASHION
MEETS DESIGN

INSIDE
A CONTEMPORARY
WADA HOUSE

ULTIMATE SUMMER COOL

HOW TO BEAT THE HEAT WITHOUT BREAKING YOUR AESTHETIC



OBJECTS OF OBSESSION

Step inside a quiet showroom with some of the most expensive designs that are convincing Delhi's elite to stop decorating and start curating

By RIDHI KALE

Photographs by ATUL KUMAR YADAV

In an industry where the decor often feels like it's been copy-pasted from a generic hotel lobby, walking into The Right Address (now called Jay Strongwater) feels less like a shopping trip and more like a heist of the world's most exclusive brands. After 17 years of being the worst kept secret among Delhi's design elite at DLF Emporio, the boutique has packed its Swarovski crystals and Murano glass and moved to a grander, moodier and twice-as-large stage at The Chanakya Mall in Delhi.

LAVISH LIVING

Neha Kataria at the store surrounded by pieces such as Ashab Arabian Horse Figurine (above); the limited edition Tiger Figurine by Jay Strongwater (right)



Design in the DNA

This isn't a passion project born of a bored afternoon. The store is run by a family of architects (the brains behind the 45-year-old firm La Arch Plan), which means they look at a vase the way a structural engineer looks at a skyscraper. "I grew up going to sites with my dad," shares Neha Kataria, an interior designer and the brains behind the operations. That rigour translates into a collection that ignores fast trends in favour of pieces that actually have something to say.

Carefully Selected

The journey started with bejewelled riot of Jay Strongwater, think frames so encrusted with gems they make your photos look like royalty. Then there's Italian crystal artist Mario Cioni, Anna Torfs from the Czech Republic, turning sanded crystal into matte, tactile silhouettes and Salviati, the Murano legend. Their newest addition is Muriel Ughetto. Forget everything you know about reed diffusers. Created by a French architect, these scents are treated like ritualistic objects. We're talking console displays and bottles topped with delicate flower feathers in obsidian black and ivory. It's fragrance, yes, but it's also a statement piece. "I only want to bring in brands that value craftsmanship and uniqueness, a lot of them are architects or artists themselves," she shares.

The Bespoke Tiger Moment

Kataria ensures the showroom doesn't just stock items. So, she visits factories and is on

This & that
Luxe

KATARIA'S TOP FIVE

1. Ashab Arabian Horse Figurine by Jay Strongwater
2. Tiger Figurine by Jay Strongwater
3. Glass Panel Art, an Artist Collection
4. Pack Display Console in Jade (diffuser, diffuser sticks, candles, and accessories) by Muriel Ughetto
5. Rhapsody Amber and Clear by Mario Cioni

a one-to-one basis with the creative directors, she also commissions pieces specifically for the Indian eye. Case in point: a majestic tiger by Jay Strongwater, Kataria requested removal of the usual floral flourishes to let its raw power shine. It's this level of curation that has everyone from industrialists to the city's top architects on speed dial.

One is Enough

In a city like Delhi, where the instinct is often to add more gold, the philosophy here is refreshingly disciplined: one perfect piece. Whether it's a massive, fan-tailed peacock that took five months to handcraft or a single Jay Strongwater heirloom, the idea is to invest in a showstopper that tells a story of travel and adventure.

With this new flagship, the boutique is inviting us to stop decorating and start curating. Because in a house full of objects, the only things worth keeping are the ones that have a soul.