

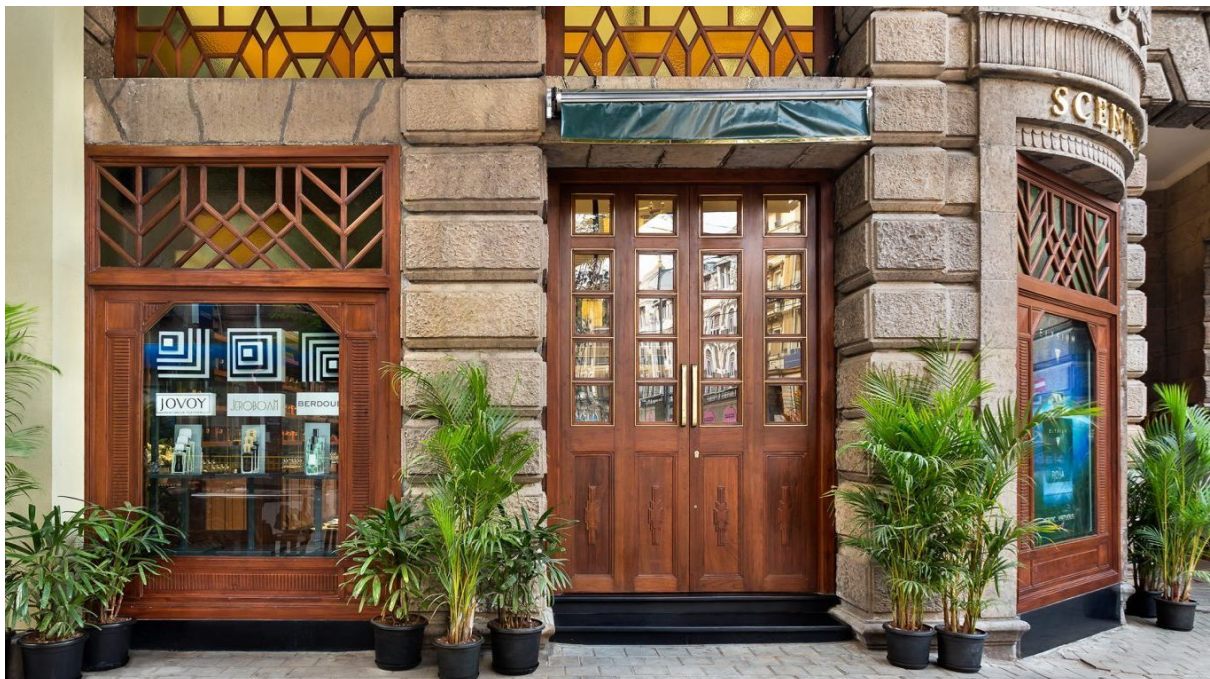
DESIGN

# Mumbai: This store houses a few of the world's most expensive perfumes

The rather ornate entrance is an indicator of the aromatic treasures that lie within Scentido

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The mellow lighting sets the mood at this 1,000 square-foot experiential perfume store. Polished shelves are lined with bottles of aromatic potions and Eau de colognes

It isn't easy to walk past Scentido, which is a play on the Spanish word 'Sentido'—meaning sense, without noticing the almost geometric wooden cornices that adorn the store's entrance. The rather ornate entrance is an indicator of the aromatic treasures that lie within this first-of-its-kind, niche perfume store nestled in Mumbai's swanky Fort area. As I step inside, I'm immediately engulfed by a potent mix of citrus, wood, aquatic and floral notes. The mellow lighting sets the mood for my tour of this 1,000 square-foot experiential store. Polished shelves are lined with bottles of aromatic potions and Eau de colognes. My reverie is, however, soon interrupted by the master of the maison—Shishir Mehta.



Everything from the original woodwork, the stained glass, the stone walls, and facade was retained and painstakingly restored

## Perfume Store in Mumbai | A Nose for Luxury

Mehta's love for fragrances has been a long-standing affair. "We Indians love fragrances. But, the art of perfumery and knowledge of niche scents has been unappreciated," he says. As he shows me around, Shishir tells me that the store's complete design, especially the Art Deco details, was his vision. "I could not have done it alone. Architect Kavita Trivedi ensured my vision came to life, in spectacular fashion," he adds. As a row of bell jars wait to be nosed, and the Roja with Swarovski diamonds on the stopper shimmers, Shishir informs me that Kavita and her team had their work cut out for them as they went about restoring an erstwhile cigar warehouse (Godfrey Phillips), in the early 19th century Kermani Building, into an upscale perfume store.







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## Perfume Store in Mumbai | The Restoration

Everything from the original woodwork, the stained glass, the stone walls, and façade was retained and painstakingly restored. "We have incorporated the original detailing in the woodwork and the beams, and restored the stained glass and wooden staircase. The stone walls were restored, inch by inch, to their former glory. The external stone facade had to undergo several washes to remove the grime that had accumulated over the years," Shishir says.

The space, which was in a state of disrepair, was defined by partitions and false ceilings. However, once Kavita and her team removed these partitions, a large space with soaring ceilings came to life, embellished with beautiful cornices and stained glass. The Art Deco chandeliers and display shelves with brass trimmings add a touch of glamour. The blue walls and colonial-era furniture is the perfect blend of old-world charm and new-age sophistication. The black and white tiled floor was customized to enhance the Art Deco style of the existing space. Not only does it give the perfumery its 'cool quotient', it also complements the warm teak detailing on the doors, shelves, and the spiral stairway. In a city full of touristy landmarks,



Scentido provides a welcome break from the crowds. It's further proof that in Mumbai you can find aromas in the most unexpected places.





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