

# Better Homes & Gardens. INDIA

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## KARISMA KAPOOR

*on her home, family  
and life fantastic*

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EARTH'S**  
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## The New STYLEMAKERS

**10** Hottest Names to Know

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LIFESTYLE ● TRAVEL ● WELLNESS ● FASHION

**CHEF'S SPECIAL**

**Nuts About  
Coconuts**  
Desserts We  
Can't Get  
Enough Of!



AKSHAY SHARMA,  
FOUNDER, WOODFEATHER

EACH PIECE IS INSPIRED BY A THEME AND GIVEN A NAME. SO YOU CAN CHOOSE FROM THEIR READYMADE DESIGNS OR HAVE THEM CUSTOMISED.



## wings of imagination

With his one-of-a-kind Indian aviation décor brand WoodFeather, Akshay Sharma is taking his passion for planes to newer heights.

TEXT BY NEHA MEHTA

### AN ENTHRALLING TAKE OFF

Akshay Sharma's love for flying didn't take a backseat even when he wasn't able to pursue it professionally owing to his weak eyesight. In fact, he channeled his enthusiasm towards creating an unconventional aviation décor brand, which specialises exclusively in handcrafted airplane propellers for the home. "It was my relentless quest to get a propeller for my home, since the one I had ordered online from the US got lost in transit. Out of sheer frustration, I made one and put it up in my house. That piece was hugely appreciated and anyone who saw it wanted one as well. That's how WoodFeather was born," says Akshay, 38.

For him, propellers go way beyond being just artefacts; they symbolise the soaring spirit of an individual. As a result, Akshay

started experimenting with the designs two years ago and after scoping for the right materials and artisans, launched his first collection in March 2017.

### CRAFTSMANSHIP AT ITS BEST

WoodFeather's propellers are handcrafted from logs of wood—they aren't machine-cut or moulded. Themes range from rugged old-school designs and glossy polished finishes to comic book superhero props. Every piece features a high level of craftsmanship, and there is also the option to design keeping in mind customer preferences. "Right from the theme to shape to colour polishing and finishing, everything is immaculately done," says Akshay. "The piece goes to a minimum of five different workshops in Mumbai's suburbs, where skilled craftsmen and

artisans work on it. Customised propellers are an outcome of almost three-four weeks of labour," he adds.

### PROMISING START

While aviation décor is a new category in the Indian market, propellers are accepted home décor items internationally. "But given that the industry here is witnessing a paradigm shift, quirky and unconventional styles are finding a significant place," says Akshay.

### THE NEXT FLIGHT

Though still at a nascent stage, Akshay wants to focus primarily on custom-built propellers, which will include more personalised details and messages, making them beautiful mementos. "We are also going to collaborate with renowned folk artists and painters soon," he says. ■