

EMPORIO

WOOD FASHION

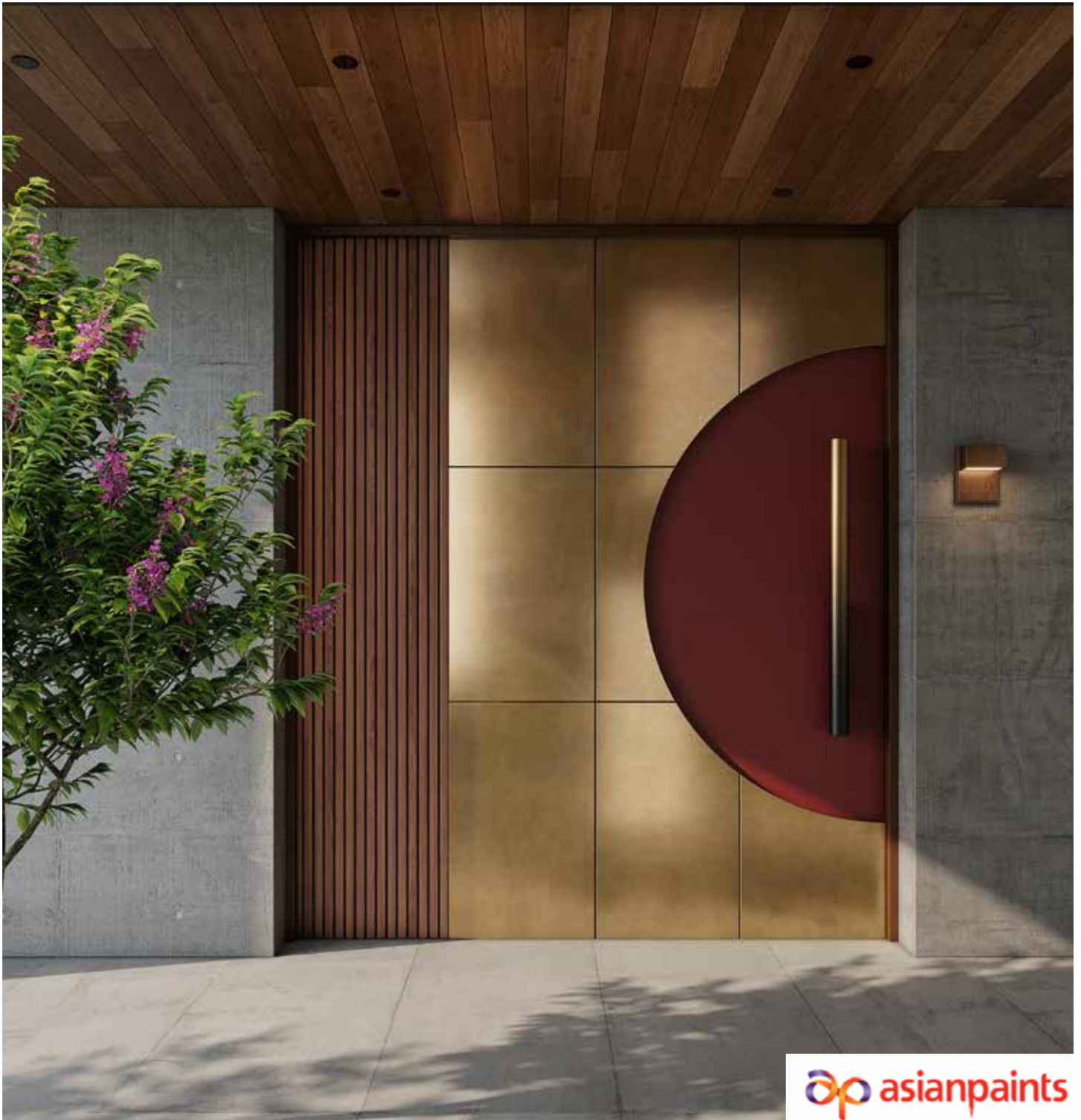
ISSUE
01

SPECTRUM OF FINISH: FROM CLEAR TO CHROME

TREND REPORT: ITALIAN SOUL, WITH INDIAN CRAFTSMANSHIP

WOOD BEYOND BORDERS: MAPPING THE HOME AESTHETICS ACROSS THE GLOBE

**THE DEFINITIVE
CHRONICLE OF SURFACE,
GRAIN, & INNOVATION**





Wood is a living archive. To honour it requires more than just protection; it requires an alchemic touch. Emporio Wood Fashion magazine, the pinnacle of luxury from the house of Asian Paints, represents this intersection of heritage & avant-garde chemistry.

By bridging the artisanal soul of Italy with the innovative spirit of Indian design and craftsmanship, Emporio range elevates the surface from a mere boundary to a narrative. What you hold in your hands is more than a catalogue; it's a world of infinite possibilities. In this edition, we move beyond the "how" and into the "where" - exploring three distinct territories of living styles:

I. GLOBAL CANVAS

Inspired by global movements wood becomes the architecture — seamless, tonal, and quietly immersive.

II. INDIA MODERN

A confident expression of urban Indian narratives where elegant color combines with local craft for modern interpretations.

III. TIMELESS INDIA

Rooted in India's time-honoured traditions and preserved for today's living. Craft, ornamentation, & richness remain central.

We invite you to explore this dialogue of grain, light, and intent.

The Editorial Note
Emporio Wood Fashion Magazine
by Asian Paints



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THREE WAYS TO FINISH A STORY

CLEAR

THE INVISIBLE TRIBUTE

A transparent veil that accentuates the natural grain, protecting its legacy while delivering a timeless finish.

COLOR

THE PIGMENTED CELEBRATION

A departure from tradition, where wood is reimagined through a palette of sophisticated hues, infusing it with modern vibrance.

CHROME & MORE

THE REIMAGINED STATEMENT

Metallics, Chrome and a series of designer finishes that transform the wood to an ultra-luxury & imperial material.



CLEAR . COLOR . CHROME

GLOSSARY OF SHEEN LEVELS

HIGH GLOSS	*****	A liquid glass-like finish offering high-definition reflections.
GLOSS	****	Unapologetic, turning wood into light-reflecting mirrors.
SEMI GLOSS	***	A healthy, satiny glow that feels clean, vibrant, and balanced.
MATT	**	A light-absorbing finish that provides a rich, grounded touch.
DEAD MATT	*	Zero reflection revealing the raw soul of timber.

THE FUTURE OF WOOD

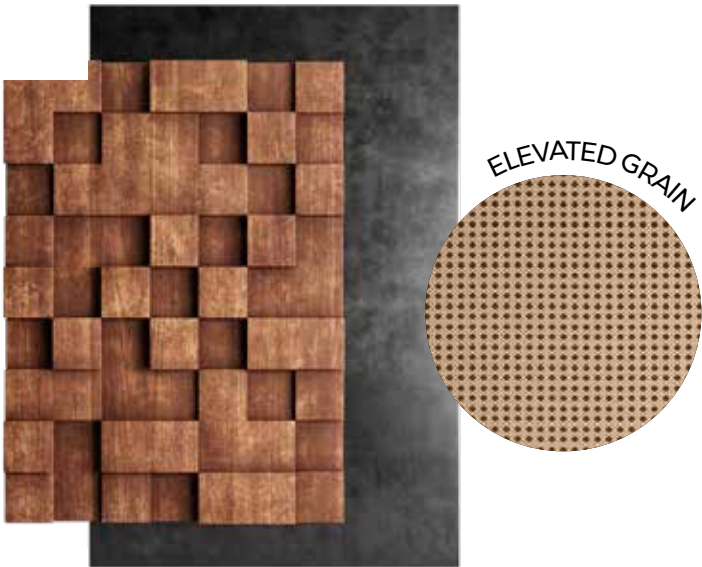
A shift toward “Sensory Intelligence,” where the material is no longer just a surface but a multi-sensory experience that prioritizes human experience, spatial well-being and architectural permanence.

celebrate.

Wood is not merely a material, but a tradition. Today we see it celebrated in newer ways with modern mechanics yet inspired from age old crafts. Turned wood, intricate door designs, bespoke cabinetry are main character energy of any space for its authentic grain, depth, and character—never concealed, but purposefully elevated.



Whether utilized in the fluid lines of a hand-carved furniture or the rhythmic repetition of architectural beams, the design is rooted in the material's origins, anchoring contemporary spaces with enduring, sophisticated warmth.



ELEVATED GRAIN

choose.

Design longevity stems from prioritizing personal conviction over fleeting trends. Whether through modern grids or traditional Khatamband, your choice empowers luxury and heritage, anchoring it firmly within an architectural narrative.



“WOOD IS
UNIVERSALLY
BEAUTIFUL TO MAN.

ITS THE MOST
HUMANLY
INTIMATE OF ALL
MATERIALS.”

-FRANK LLYOD WRIGHT



create.

Innovation pushes wood into the avant-garde through monumental objects and high-precision engravings. To create is to find new languages for an ancient medium to continue to remain the canvas for tomorrow.



MATERIAL
MATTERS

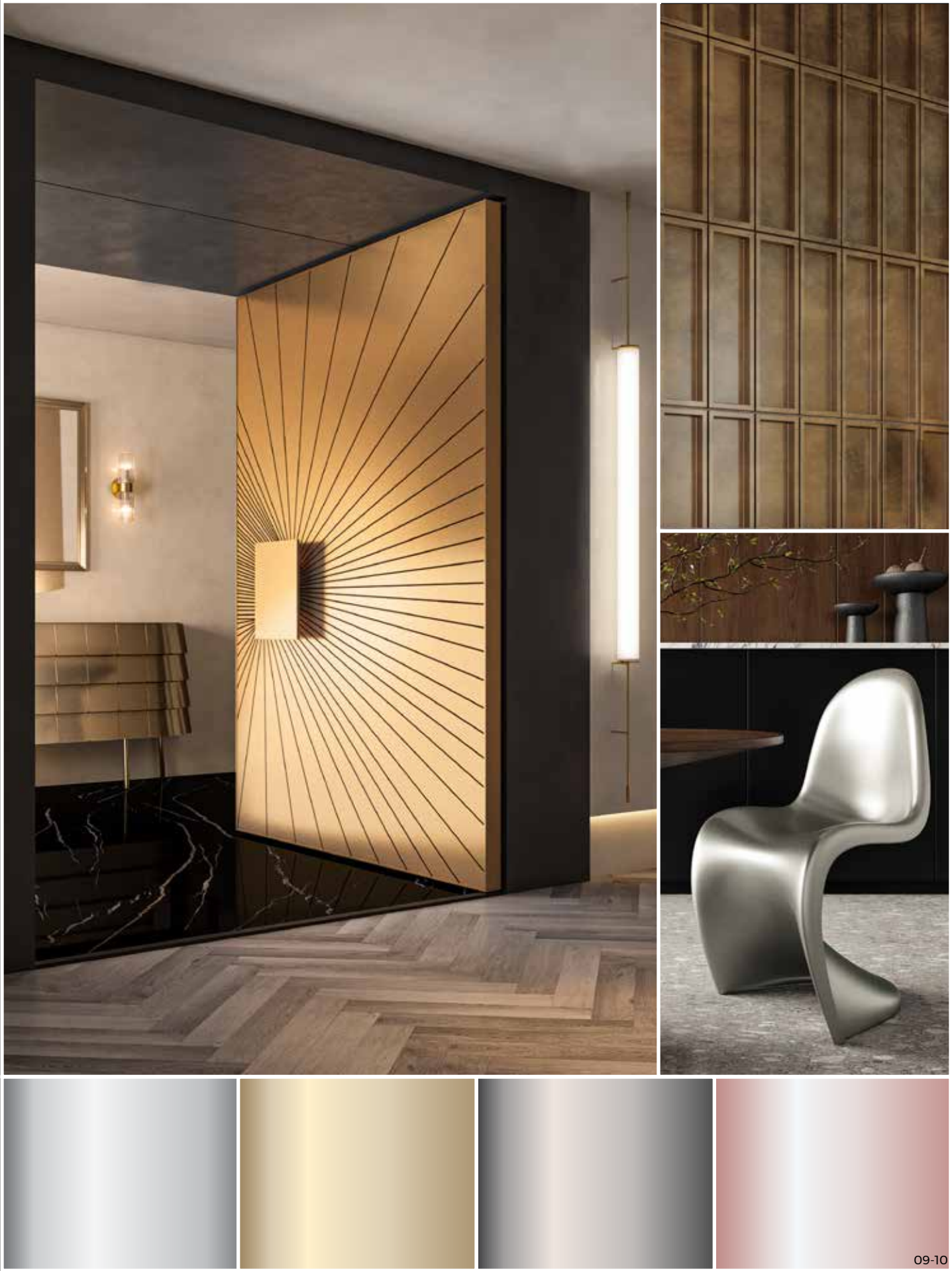
SPECIALITY
FINISHES



An imperial transformation, whispered onto the skin of wood. From the soft glow of pearlescent pigments to the brooding depth of chrome & oxidized metallic finishes, Insignia offers a vivid, multi substrate metallic aesthetic. It serves as an effortless, sophisticated alternative to heavy metalwork, allowing for the application of metallic brilliance on curved surfaces, intricate mouldings, and expansive walls. Whether it is a subtle shimmer that catches the evening light or a bold, vivid chrome statement, these finishes accentuate the decor, lending a futuristic soul to the warmth of wooden substrates.

MORE THAN 100 +
CHROME, METALLICS & DIVERSE SPECIAL EFFECTS

CHROME





FINISH EDIT

DESIGN-LED

7000+ COLORS

APPLICATION IDEAS

PAINTING THE UNPAINTED

IN FOCUS: PALETTE

Color on wood is no longer an afterthought; it is a deliberate design choice that brings visual richness to the décor landscape. By applying color coatings to panelled walls, doors, and bespoke cabinetry, wood is transformed into a contemporary material.

The secret lies in the differentiation of sheen. A rich matt forest green on a panelled study offers a velvet-like depth, while a glossy terracotta on a ceiling can reflect just enough light to feel airy and expansive. It is a dialogue between saturation, application technique and surface finish.

BRAND UNIVERSE

POLYESTER | EMPORIO PALETTE | PU PALETTE |
AQUADUR WATER BASED PALETTE



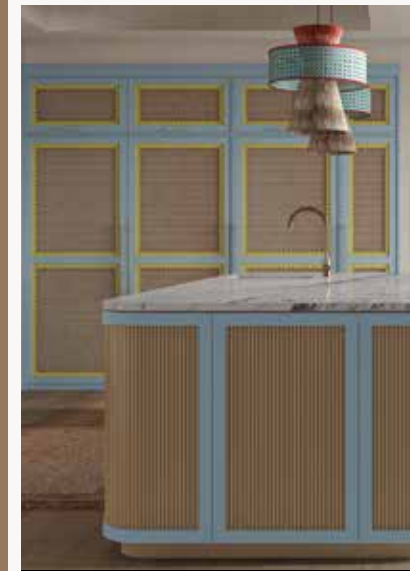
THE TREND STORY

A global design language, unbound by geography, shaping homes that belong everywhere. Luxury here is expressed through architectural simplicity, where clean lines and thoughtful restraint replace excess. The result is a composed space where disciplined surfaces allow wood to appear confident and quietly refined.



GLOBAL
CANVAS

Global exposure has redefined the Indian home, merging international influences with local craft. This synergy creates interiors both cosmopolitan and rooted. Wood surfaces become a canvas for color and clear, balancing modern sensibilities with cultural memory. The result is a layered, vibrant interior reflecting a sophisticated and global identity.



INDIA
MODERN

India's woodworking traditions remain the soul of the home. From Kashmiri khatamband to Chettinad doors, these markers of luxury translate regional ritual into timeless architectural language. Rich in ancestral joinery and patient ornamentation, this legacy ensures that heritage remains a vibrant, enduring protagonist in a home.



TIMELESS
INDIA

here, MODERNITY meets
the living grain,
Perfectly composed



Global Canvas reflects an aesthetic of clarity and intention. The palette is graphic and assured—bold grains, disciplined layouts, and precise geometry drawing inspiration from the rhythm of global urban lives. It is a sanctuary of architectural intent; a space where contemporary techniques refine the medium into a confident silhouette. Every element serves a purpose, celebrating the materials with absolute clarity.



DOOR : LIVE EDGE WOOD	
AQUADUR	CLEAR COAT
Water based matt coat with lowest voc	

DADO : HDMR	
EMPORIO PALETTE	RAL 9011
Rich matt finish	

INDUSTRY
LEADER

GLAMTOUCH

SIGNATURE
MIRROR GLOSS



WALL PANEL : VENEER	
EMPORIO	CLEAR COAT
Custom gloss levels options available	

DOOR / TABLE : MARBLE	
POLYESTER	CLEAR COAT
Best rated mirror like gloss coat	



TABLE : STONE	
POLYSTER	CLEAR COAT
Best rated mirror like gloss coat	

Gloss as a material surface pushes high-shine clear coats to intensify the richness of already luxurious surfaces—think full veneer wall panels, rare coloured travertine, or a single slab of imported Satvrio marble. Carefully curated and expensively sourced, these materials are not masked but magnified. The different gloss levels honour the natural material and craftsmanship, adding depth, drama and permanence. It's where innovation meets timelessness and every surface tells a story of restraint, radiance and reverence.

“SURFACES SHOULD
DO MORE THAN
EXIST, THEY
SHOULD GLOW
WITH INTENTION”

- veneer
- marble
- wood
- laminate
- wall paper
- brown marble
- travertine
- black marble
- onyx



PARTITION : WOOD	
EMPORIO GOLD	CLEAR COAT
Best in class film clarity in matt finish	

BEDSIDE TABLE : HDMR	
EMPORIO PALETTE	FRENCH BLUE 5064
Rich Italian matt finish	



CEILING : HDMR	
EMPORIO PALETTE	EARTHY BROWN 8005 C
Rich Italian matt finish	

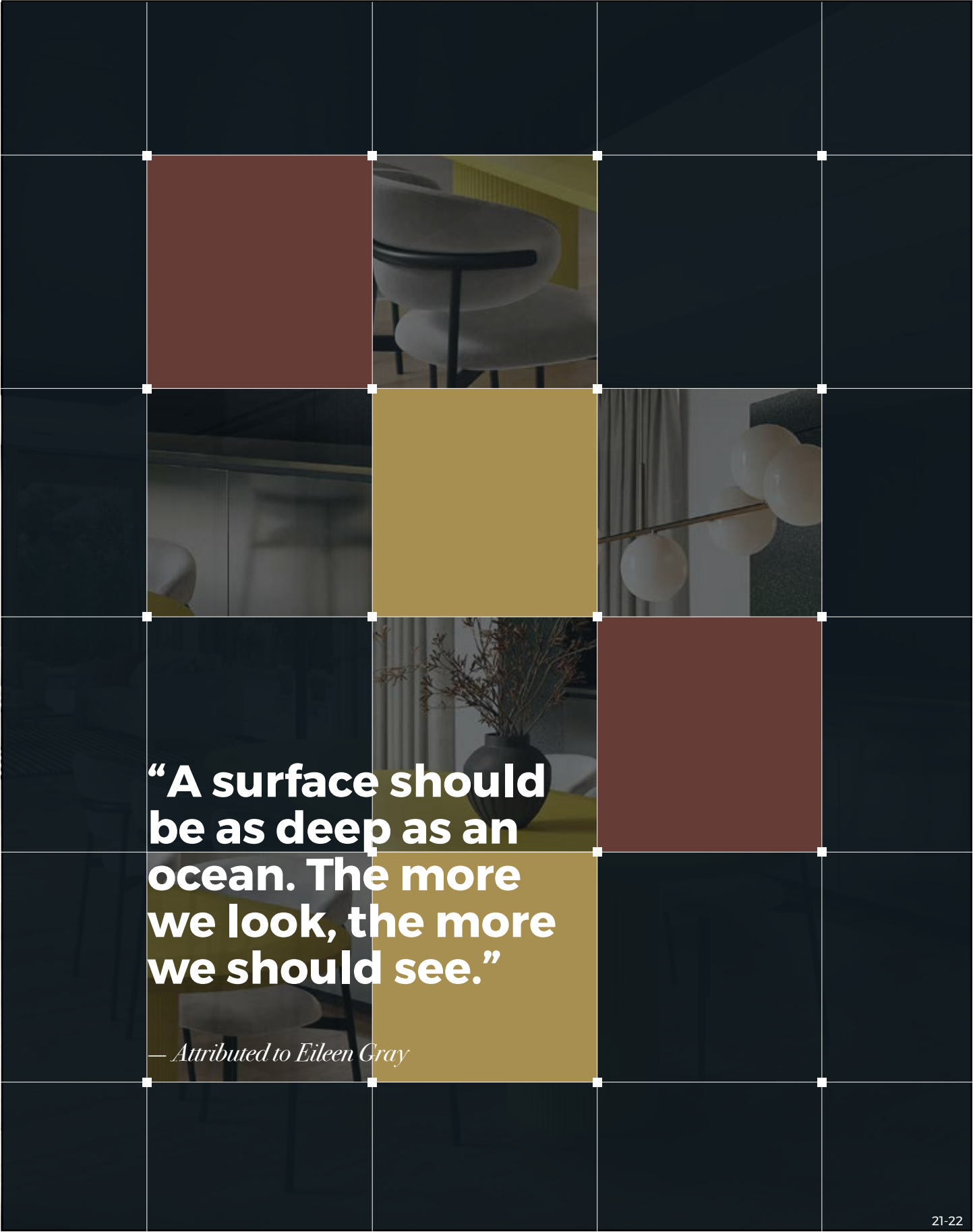
DOOR : WOOD	
EMPORIO GOLD	CLEAR COAT
Best in class film clarity in semi gloss finish	

Architectural *geometry* of grain

Surfaces are transcending their traditional role, becoming a canvas for digital artistry. From monumental entry door designs to the fluid geometry of the ceiling, laser-cut intricacies and CNC-carved textures are creating theatrical elegance. This is the new industrial vanguard: a sophisticated layering of grain against the raw edge of concrete and the clarity of glass. Open-grain techniques allow the timber to breathe, resulting in an environment that feels both high-tech and profoundly tactile—a true modern villa masterclass.

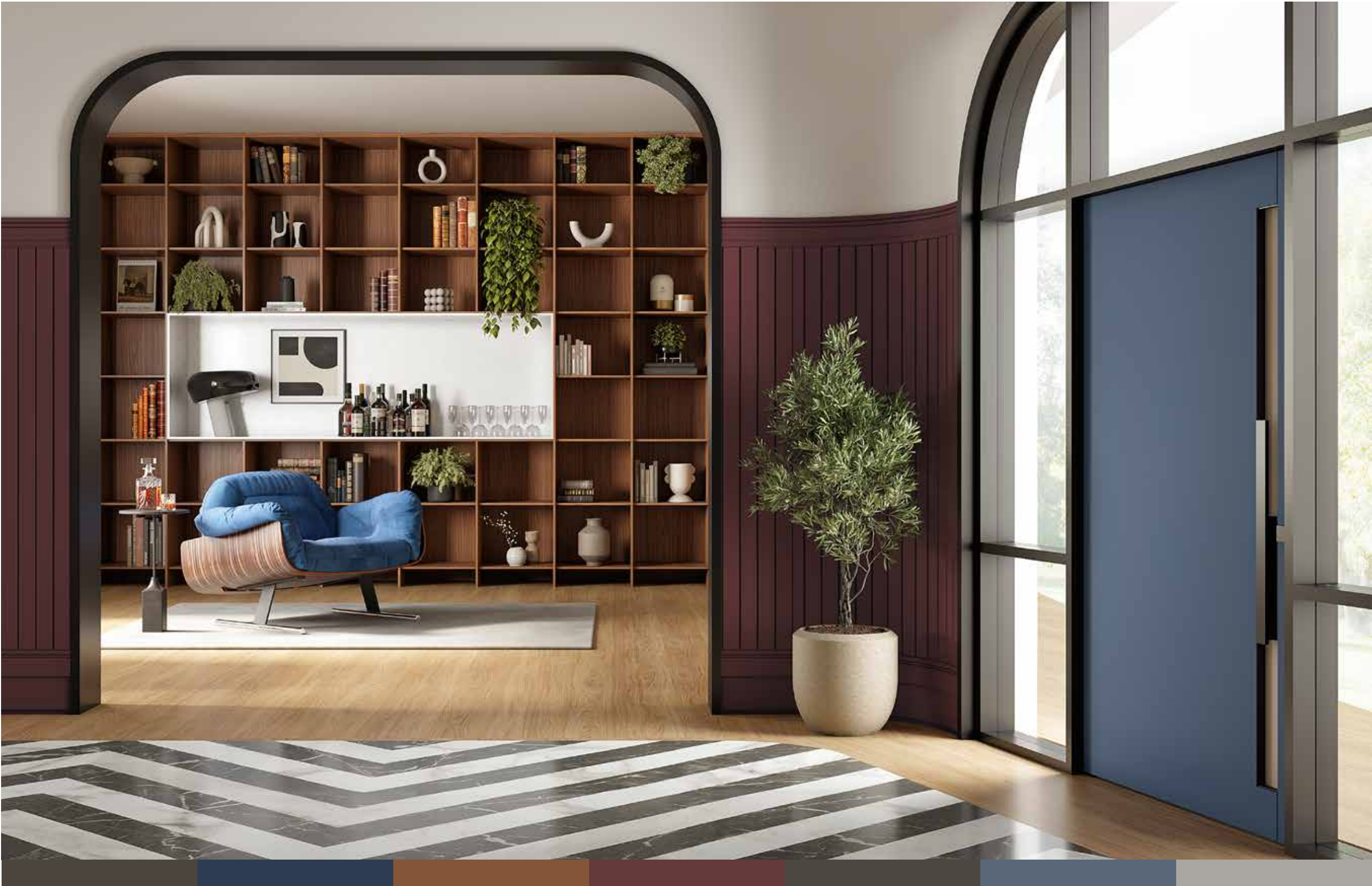
Designer's Talk

The intricate, repeating shadows cast by the wood add a layer of warmth and "human touch" to an otherwise minimalist, cool-toned room.



dialogue.

COLOR
PLAY
DESIGN REVIEW



The transition from a saturated foyer to the airy living room represents the core of this Modern Story: the ability to balance high-energy architectural gestures with quiet, structural permanence. Here, the daring pulse of primary-colored wood meets the steady clarity of a clear-coated hero piece. It is a dialogue of proportions, where bold chromatic intensity is anchored by the rhythmic, light-filled stability of a monumental bookshelf.

BOOKSHELF : VENEER		
EMPORIO	ACRYLIC	CLEAR COAT
Anti yellowing coat		

WALL PANELS : HDMR	
PU PALETTE	MILAN RED 8101 C
Satin finish with anti yellowing properties	

DOOR : WOOD	
EMPORIO PALETTE	SILVER BLUE 8044
Matt finish superior scratch resistance	

DESIGN BY
INNOVATION

THE GILDED ANCHOR

SURFACE
STUDY



SHUTTERS : HDMR	
INSIGNIA	LUNAR IRON CR01
100+ chrome shades available	

BACKSPLASH : HDMR	
INSIGNIA	JAIPUR GOLD CR69
Metallic radiance with high gloss edge	

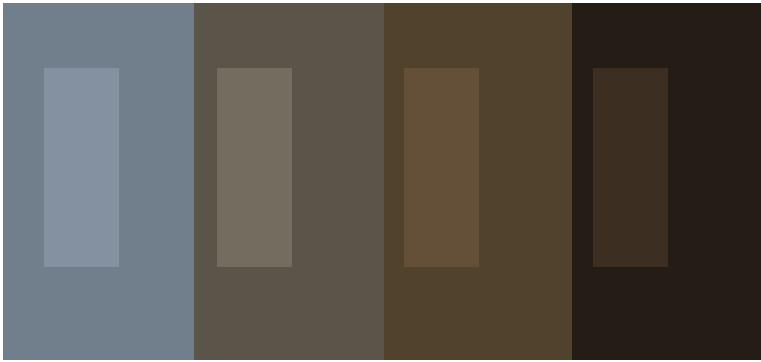


> OVERHEAD CABINET : HDMR	
INSIGNIA	SILVER
100+ metallic shades available	

CHAIR : METAL	
INSIGNIA	PLATINOVA CR23
Metallic radiance with high gloss edge	



The social heart of the home is redefined by the brilliance of chromes & metals. From the bar's chrome backsplash to silver kitchen shutters and patina-gold consoles, these finishes replace heavy metalwork with effortless elegance. Against rustic walls, these coatings achieve the authentic lustre of genuine plate. It is a masterful material illusion, elevating cabinetry & furniture into a high-luxe focal point.



a RHYTHMIC PLAY
of transparent layers
and *pastel* coatings



A softer evolution of contemporary spaces unfolds through a luminous palette of mint, aqua, and blush, layered with light veneers, cane, and rattan. Panelled walls and gentle arches reinterpret traditional woodcraft with effortless clarity. The result is an airy, weightless landscape where texture and craft converge in a quiet, elegant rhythm—proving wood can be as ethereal as the light it captures.

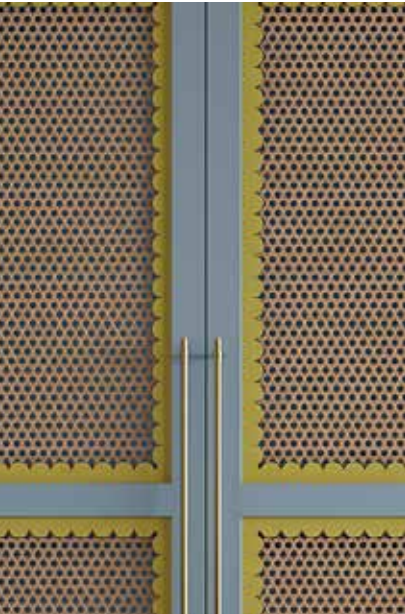


FLUTED WALL PANEL - HDMR
BEDSIDE TABLE - RATTAN INSET
EMPORIO GOLD CLEAR COAT
Superior anti scratch properties in matt finish

HEADBOARD + BEDSIDE - HDMR
EMPORIO PALETTE TEAL SWIRL 7481
Rich & smooth Italian matt finish

pastel pulse.

ARTISANAL
REVIEW
GLOBAL NARRATIVE



By distilling intricate, traditional wood engravings into precise, geometric patterns, an built-in staple is transformed into a sophisticated tactile art piece. Rich matt clear coating provides rhythmic wood reliefs with bold primary accents, merging the organic warmth of rattan with a pastel softness. It reveals a high-energy dialogue where classical skills are reinvented with a dynamic, rooted, and globally celebrated perspective.

ISLAND TOP : ITALIAN MARBLE	
POLYESTER	CLEAR COAT
Excellent 5H hardness in glossy finish	

DOOR : WOOD RAFTERS : SLEEPER WOOD	
CABINET SHUTTER : HDMR RATTAN INSET	
AQUADUR	CLEAR COAT
Water based matt coat with low VOC	

SHUTTER FRAMES : HDMR	
EMPORIO PALETTE	BLISSFUL BLUE 7927
Rich Italian matt finish available in 7000+ shades	

SIDEBOARD : HDMR	
EMPORIO PALETTE	ROYAL PINK 8023 S
Rich Italian matt finish available in 7000+ shades	



sculptural narrative



WALL PANEL : VENEER + TABLE TOP	
EMPORIO ACRYLIC	CLEAR COAT
Anti yellowing properties in matt	
TURNED WOOD PILLARS : WOOD	
AQUADUR	PULSAR PURPLE 5062
Green certified water based color coating	
TABLE LEG : WOOD	
AQUADUR	RAL 7021
Green certified water based color coating	



Traditional lathe-work takes on a bold, sculptural presence, transforming the home into a high-modernist canvas. Deep indigo on wood anchors the metallic blue arches and antique golden embossed surfaces. Heritage is dynamically reinvented here; artisanal forms translate into a graphic, architectural language that is both profoundly rooted and strikingly fresh.

DESIGN TIP
Modernize by scaling heritage details. Transforming traditional wood-turned pillar into oversized architectural arches shifts the focus from ornament to structure.

RETRO
NARRATIVE

SARTORIAL

PATINA
SOUL

CEILING : WOOD	
EMPORIO GOLD	CLEAR COAT
Best in class gloss build up	

WALL PANEL : HDMR	
INSIGNIA	BAMBI BEIGE -WA OX MT 20
100+ metallic shades available	

DOOR : HDMR	
INSIGNIA	BLACK SOFT TOUCH
Nine special effects available	

TABLE : WOOD + HDMR	
INSIGNIA	APOLLO GREEN MT 19
Metallic radiance with high gloss edge	



CONSOLE : HDMR	
INSIGNIA	BLACK SOFT TOUCH
Nine special effects available	

CONSOLE : WOOD	
AQUADUR	CLEAR COAT
Green certified matt coat with anti yellowing properties	



SOPHISTICATION EMERGES IN THE INTERPLAY BETWEEN RAW PATINA AND POLISHED PASTEL

Nostalgic influences merge with a luxurious edge to create a glamorous dining social-scape. Rhythmic ceiling grids and exposed bulbs highlight the pigmented patina of oxidized copper walls, framed boldly by a graphic black arch. At the center, a pastel metallic green table provides a soft, chromatic anchor—balancing the modern with the retro-inspired checkered charm. The result is a layered dialogue where the charm of the archive finds a new clarity through deliberate curation.

The Masterpiece that gleams

Radical interventions redefine material boundaries. Pushing beyond the expected, a supreme mirror-shine lamination transforms both emerald cabinetry and delicate wallpaper into a single, high-impact highlight. This innovative fusion ensures that nostalgic charm is preserved with a contemporary brilliance, proving that out-of-the-box thinking is the ultimate hallmark of today's function meets high fashion home needs.



BACKSPLASH : WALLPAPER	
POLYESTER	CLEAR COAT
Best rated mirror like gloss coat	

KITCHEN CABINET : WOOD	
POLYESTER	PINE GREEN 6028
Best rated mirror like gloss coat	



PUSHTAINI KARIGARI ensures ancestral heritage remains the *soulful* protagonist of luxury



A refined language of clear coats governs this sanctuary, celebrating the diverse woodworking traditions of the subcontinent. From Jaipur's intricate lattice-work and Saharanpur's popular grapevine patterns to the structural gravity of Kerala's columns, regional soul defines architectural brilliance. In this Chettinad home, textural integrity is preserved with matte clear coat to retain the intricacies of carvings while vibrant earthy red on the sideboard elevates this aesthetic, bridging the gap between historical ritual and contemporary edge.



khandani.

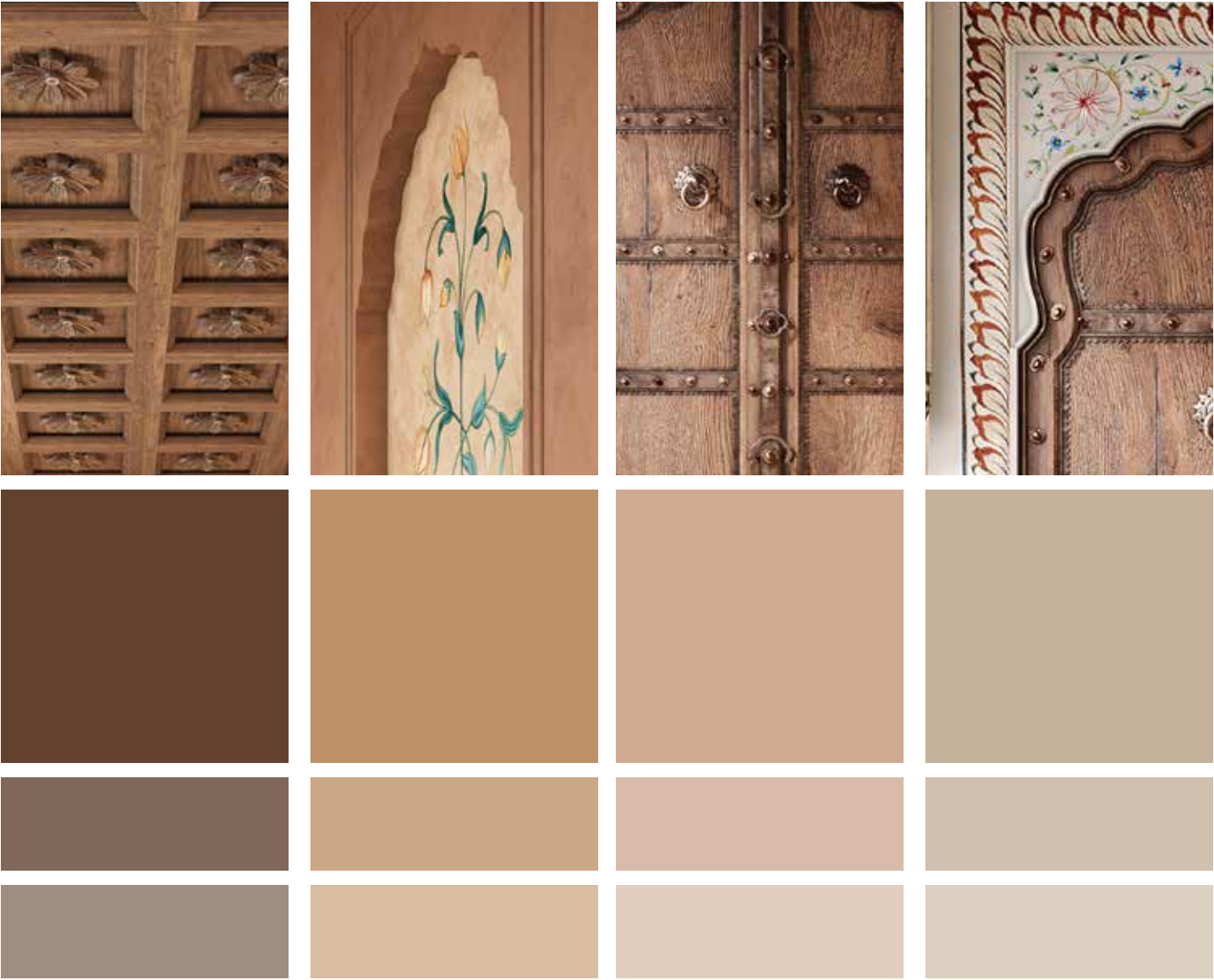
ART
REVIEW
RESTORATION DESIGN



This Kashmiri boutique conversion honors heritage, merging modern living with strictly ancestral skills. The ceiling features khatamband—interlocking wood joinery assembled without nails—alongside the tactile luxury of hand-carved walnut. To ensure longevity, these architectural treasures are secured with resilient, invisible coatings. It is a masterful restoration where mathematical precision meets the enduring soul of intricate design.

KHATAMBAND CEILING + DOOR + WOOD FRAME + CABINET INSETS - WOOD	
EMPORIO GOLD	CLEAR COAT
Best in class gloss build up	

INTERNAL SHELF DETAIL - WOOD	
EMPORIO PALETTE	NCS 7020-G10YS
Rich & smooth semi-gloss Italian finish	



PALETTE *INSPIRATION*

CEILING + DOOR - WOOD	
EMPORIO GOLD	CLEAR COAT
Excellent film clarity in matt	

*E*arthy pastels ground this Marwari boutique haveli, framing a narrative of continuous, living craft. The structural intricacy of Phul-Kari wood ceilings and doors is immortalized under protective clear coats, shielding floral coffers from the passage of time. Adopting this

aesthetic is more than a design choice; it is a form of patronage, celebrating the hereditary woodworking skills to thrive in modern day and age in form of boutique hotels, living residences and restaurants. Here, preservation meets purposeful living, ensuring that the regional soul remains vibrant for the future.

Sunlight floods this Gujarati foyer, reimagining the structural poetry of traditional Pol houses. Intricately carved wooden brackets and screens frame internal courtyards, breathing life into narrow volumes. Adorned with motifs inspired by miniature paintings and Pichwai art, the space is a collective or art and ancestral craft. This purposeful aesthetic celebrates the artisan, ensuring their legacy thrives within a modern, light-filled sanctuary.



Pol Narrative

PILLARS + DOOR + FRAME - WOOD
EMPORIO | CLEAR COAT
Customizable differentiated gloss levels

DOOR INSETS - HDMP
EMPORIO PALETTE | FRENCH BLUE 5064
Available in 7000+ shades



GILDED
ARCHIVE

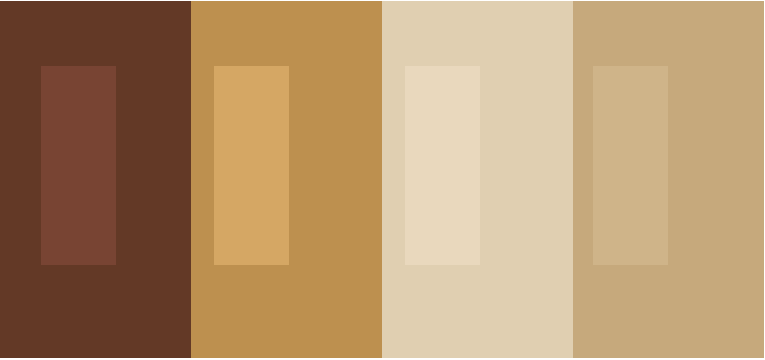
THE ATELIER

TIMBER &
TACTILITY



DOOR + CEILING PILLARS : WOOD	
EMPORIO	CLEAR COAT
Customised in 7000+ gloss levels	
PILLARS - MDF	
INSIGNIA	GOTHIC GOLD CR 60
100+ chrome shades available	

“WHEN
STRUCTURAL
GRANDEUR MEETS
THE LUSTRE OF
GOLD, HERITAGE
BECOMES A LIVING
LUXURY.”



This high-end boutique conversion transforms a traditional sanctuary into a temple of contemporary style. The ceiling, reimagined with gold metallic floral motifs, casts a regal glow over curated collections. Handcrafted wooden pillars, punctuated with gold-finished detailing, provide a rhythmic, structural frame for displaying artisanal sarees. By repurposing architectural heritage for luxury retail, the space honours the artisan's legacy.

Coatings ATELIER

*a curated universe
of luxury finishes to
elevate surfaces and
architectural tone*

polyester.

Italian-engineered Polyester delivers high-build, anti-crack performance with a mirror-like high-gloss finish in clear as well as color. This scratch-resistant formula ensures intense richness and zero shrinkage, providing a technically supreme, long-lasting luxury furniture surface.



POLYESTER

Mirror Like Finish
Excellent 5H Hardness
Available in 750+ shades

clear coating.

Italian-engineered Emporio Gold, Regal, and Emporio provide sustainable protection from dead-matt to high-gloss. Featuring anti-scratch, hydrophobic durability, they ensure technically supreme, long-lasting preservation and premium timber-like fragrance.

EMPORIO GOLD

Best in Class Build
Best in Class Film Clarity
Timber Like Fragrance
Anti-Scratch

EMPORIO REGAL

Maximum scratch resistance.
High-definition grain clarity.
Sustainable renewable resources..

EMPORIO

Precision gloss control.
Custom finish spectrum.
Bespoke aesthetic performance.

color coating.

Emporio and PU Palette offer 7,000+ shades with advanced anti-yellowing and superior scratch resistance. These rapid-drying, interior-exterior coatings provide a technically supreme, timeless finish that ensures immense grain clarity.

EMPORIO PALETTE

7000+ Tintable Shades
Rich Italian Finish
2x Faster Drying
Exclusive Designer Palette

PU PALETTE EXTERIOR

For Wood & Metal
Anti-Yellowing
Exterior durability

PU PALETTE INTERIOR

7000+ Tintable Shades
For Wood & Metal
Anti-Yellowing

water based.

Italian-engineered Aquadur provides low-Volatile Organic Compounds (VOC), non-yellowing protection with effortless application. Featuring 400+ shades, this sustainable water-based formula delivers a technically supreme, eco-conscious finish for every premium, high-end interior timber surface.

AQUADUR

Child & Elderly Safe
Best in Class Glossy Finish
Green Certified
Low Odour

speciality finishes.

Italian-engineered Insignia utilizes actual metallic pigments to replicate diverse metal textures. Featuring 100+ chrome and metallic options, these coatings deliver customizable gloss levels and technically supreme, high-impact architectural detailing.

INSIGNIA

Italian Craftmanship for AID's
21 effects including Chrome & Metallic
100+ shades in Chrome & Metallic
Multi Substrate Product



GET IN TOUCH

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