

BritishIndia Unveils New Luxury Concept Store Designed by Nini Andrade Silva

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Malaysia's renowned and well-loved, premium home-grown lifestyle brand, BritishIndia has injected a fresh, contemporary bordering-on-eclectic new look to its latest luxe outlet across the causeway. Located in the heart of Singapore's prestigious shopping district, Orchard Road and occupying a total surface area of almost 4,000 square feet on a single floor in Takashimaya Shopping Centre, Ngee

Ann City, the newly opened BritishIndia outlet, the brand's fifth in the country features a distinctive bold blue hue and calming elements that is at once eye-catching and remarkably unique.



The BritishIndia new concept store is the brainchild of Nini Andrade Silva, one of Portugal's most prestigious interior designers and recipient of global awards in design and architecture. With undisputed talent and work of great international recognition, Nini Andrade Silva has traversed the four corners of the world, from Lisbon to Dubai, as the creative mind behind multiple boutique hotels and museums.



The new store is a celebration of luxury and craftsmanship, history and local culture in a

refined atmosphere that allows a more intimate and personalised shopping experience. The vividness of Avatar blue light and design features play dramatically against the soothing white interior to provide an exceptionally unique setting that exude tradition and a sense of avant-garde. The premium brand's latest collections are neatly arranged and organised in a series of well-planned sections and quaint displays. Only available at this store are limited edition 100% hand-sewn pieces featured only for a limited time.

For more information on BritishIndia, please log on to their official [website](#) or their Facebook [page](#).

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