

C. BHOGILAL WEST-END

A pioneer in the bathroom fittings industry, with a collection hand-picked from brands around the world, this store offers multiple options for every single component that makes up a bathroom

NEED TO KNOW: A beautiful, well-decorated house is not just about its furniture and decor pieces. It is about a cohesive vision, that cannot be complete without tasteful bathroom fittings, which just happen to be the defining feature of C. Bhogilal West-End. The store has a massive collection of fittings made by international brands, some of which are exclusives. They also have a bespoke service for customizing products down to the very last detail. A 102-year-old business with a store spread across 5,000 square feet and five storeys, here, every floor is dedicated to a different service—like a live demo set-up, a retail team for walk-in customers, a team of architects and a special unit for customization services. Their personally hand-picked products aim to suit the lifestyles and tastes of everyone who walks into the store.

VIEWPOINT: "If you understand the language of bespoke luxury, then C. Bhogilal West-End is the place to be," says co-owner Kekin Shah. One look at the array of gorgeous tiles and stylish accessories on offer is enough to convince the most discerning consumer that this statement is indeed valid.

TAKING STOCK: Sanitaryware, bathroom fittings and accessories, wall decor and floor coverings.

TOP BRANDS: Dornbracht, Duravit, Fantini, Gardenia Orchidea, Geberit, Hansgrohe, HARO, Horus Art Ceramiche, Jacuzzi, Jaquar, Junckers, Kohler, SICIS, THG, Versace, Villeroy & Boch.

BESPOKE: They have an in-house team that customizes products to suit every client's specifications.



"C. Bhogilal West-End has an enduring legacy in the Indian retail market. Our store has products from some of the best brands in the world and we endeavour to offer affordable luxury to all our customers, both private homeowners and businesses."
— Kekin Shah

BRAND LOYALISTS: ZZ Architects, Anjali Tendulkar, Talati & Panthaky Associated, Pradeep Khasgiwala (Senior EVP, Reliance Industries) Zafar Chaudhary (architect) Raseel Gujral Ansal (architect).

TALKING NUMBERS: ₹20,000 onwards.

Owners: Shailesh and Kekin Shah
Address: B-1, Hem Colony, SV Road, Vile Parle (West), Mumbai
Contact: 022-61523100; cbwestend@gmail.com
Website: cbwestend.com
Timings: 10.30am-7pm, Monday to Saturday

AD
LOVES