

## London Interior Design Firm Forays Into the Indian Property Market

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UK-based London interior designers and property search/development firm, Casa Forma, announces its entry into the Indian property market. As a European company, headquartered in London, Casa Forma will offer Indians exclusive global interior designs and a property search service in the prime locations of London like Mayfair, Belgravia, Knightsbridge and Chelsea. With two residential projects already in the pipeline and one residential project already completed, Casa Forma targets doing five projects in the coming year in India. Besides focusing on private clients with residences, Casa Forma would also like to explore possibilities to design properties of various developers. "We would like to work with property developers such as DLF in the future to offer Indians authentic European design. We will definitely look for opportunities to partner up with real estate developers/architectural firms," said Ms. Faiza Seth, CEO, Casa Forma, who has recently been honored with the Cambridge Who's Who award for demonstrating dedication, leadership and excellence in property development/interior design and non-profit leadership. The company plans to set up its office/show house in Chhattarpur within the next eight months to allow potential clients to get a look and more importantly, a feel of the design style. "The Indian property development/interior design market has huge potential and as a European property development company that also does interior design, we offer the market a unique proposition", sums up Ms. Seth. Casa Forma has so far completed 28 projects and nine are under development. About Casa Forma: Casa Forma is a London interior design, property development, property search and bespoke furniture manufacturing firm, created by CEO Faiza Seth and Creative Director Luigi Esposito to provide bespoke lifestyle designs for all its discerning clients. Casa Forma came into being in January 2007. Currently, it has a team of 10 interior designers/architects, CEO Faiza Seth, Creative Director Luigi Esposito and COO Killian Lynch. About Faiza Seth: Faiza Seth leads Casa Forma's strategy and development initiatives. As the CEO of the company, her expertise lies in managing, HR, finance and marketing. Faiza began her career in the Equity Capital Markets group at Lehman Brothers in Hong Kong. Following this she established her own international apparel manufacturing and trading business, Norwest Industries Ltd. Faiza has enjoyed living all over the world, including America, Hong Kong and the UK. After graduating with a Bachelor of Arts degree in Economics from Northwestern University, she worked across a diverse range of industries and went on to obtain her MBA from Stanford University in California. Her passion for entrepreneurship and her love for creativity led to the inception of Casa Forma – a perfect mix of the two – along with her founding partner, Luigi Esposito. Faiza has recently been honored with the Cambridge Who's Who award for demonstrating dedication, leadership and excellence in property development/interior design and non-profit leadership. About Luigi Esposito: Luigi Esposito is the creative director of Casa Forma and is the man behind the artistic and ingenious creations. Luigi qualified as an architect in Brazil from Ritter Dos Reis University, in 1994. After moving to England in 1996 he completed a Masters in Interior Design from the University of North London. Luigi then started his career with renowned fashion designer Ralph Lauren as a Senior Interior Designer with the Ralph Lauren Home Division and worked with them for several years.

Luigi's diverse portfolio includes residential and commercial projects ranging from several penthouse projects (two of which are included in the Stephanie Hoppen interiors book,

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&lsquo;Perfect Neutrals&rsquo; and &lsquo;Andrew Martin Interior Design Review 2006&rsquo;), luxury flats, country homes, shops and polo clubs.&nbsp;His architectural degree and a passion for designing led him to co-found Casa Forma along with Faiza Seth.&nbsp;

For further information visit&nbsp;<http://www.casaforma.co.uk/>