



SONALLI RASTOGI
DECOR SOURCING CONSULTANT

CRAFTING
TEXTILES.

Design & Sourcing
Excellence
Building Products That Perform Globally

WWW.SONALLIRASTOGI.COM

CURATING
STORIES.



BUILDING
GLOBAL
DESIGN
BRIDGES.

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SINCE 2002



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A NOTE FROM SONALLI

In an industry driven by trends, speed, and scale, I have always believed that the true value of design lies in preserving its soul while delivering with consistency and purpose.

Over the years, I have found myself working at this intersection – where creativity meets execution, and design meets global demand. My journey began with a foundation in science, studying Organic Chemistry, which shaped the way I understand materials, structure, and precision. This analytical approach later merged with my creative instincts when I moved into textile design, and eventually into the world of home décor, sourcing, and merchandising.

With more than two decades of experience, my role has evolved beyond designing products. I see myself as someone who interprets ideas, aligns them with markets, and ensures they are executed with clarity and quality.

For me, the process is never just about creating a product.

It is about understanding the story behind it – the textures, the materials, the intent – and shaping it into something that can travel across borders and still feel relevant.

Every project I take on is guided by a simple approach:

To understand deeply, execute thoughtfully, and deliver consistently.

Because in the end, design is not just what we create –

it is what we are able to deliver, sustainably and globally.



THE JOURNEY

a transition from science to sensibility

Every journey has a beginning — but some begin in places far removed from where they ultimately lead.

For Sonalli Rastogi, it began in the world of science.

With a background in Organic Chemistry, her early years were shaped by structure, precision, and a deep understanding of materials. It was a discipline that demanded clarity, patience, and attention to detail — qualities that would later become defining elements of her work. But beneath this analytical foundation was a parallel instinct — one that leaned towards creativity, aesthetics, and expression.

This quiet inclination soon turned into a decisive shift.

Choosing to follow her creative calling, Sonalli moved into the world of design, pursuing Textile Design & Development at NIFT (2000–2002) — a moment that marked not just a transition, but a transformation.

It was here that her understanding of materials met her instinct for design. And a new journey began.

What followed was not an overnight success, but a steady and layered evolution — shaped by experience, responsibility, and an expanding global perspective.

Sonalli's career progressed through roles that each added a distinct dimension to her expertise:

- **Intern** — where curiosity met reality, learning the craft by observing, absorbing, and doing the unseen work
- **Designer** — where ideas found structure, translating creativity into meaningful and functional experiences
- **Senior Designer** — where creativity gained clarity, backed by strategy, direction, and a deeper understanding of impact
- **Entrepreneur** — where vision turned into ownership, building systems, creating value, and shaping outcomes beyond design

With every step, her role extended beyond creation.

She began to understand not just how products are designed, but how they are developed, positioned, sourced, and delivered.



Her exposure to international markets further refined this understanding — bringing clarity to what global buyers truly value: consistency, quality, and reliability.

Today, her journey stands as a reflection of balance — between science and design, between creativity and commerce, and between vision and execution.

*Because for Sonalli, growth has never been about titles.
It has been about adding depth — one layer at a time.*





**AUTHENTICITY OVER
MASS PRODUCTION**

*Creating, Not
Manufacturing*



**DETAIL OVER
DECORATION**

*Where Design Finds Its
Soul*



**QUALITY OVER
COMPROMISE**

*Consistency as a
Standard*

THE PHILOSOPHY

Design with Depth. Deliver with Discipline.

At the core of Sonalli Rastogi's work lies a philosophy shaped by experience, refined through practice, and guided by intent. Her approach to design goes beyond aesthetics – it is rooted in understanding materials, respecting craftsmanship, and aligning creativity with real-world application. Every decision, from concept to execution, is driven by a balance between creative sensitivity and commercial relevance. She believes that true design is not about excess, but about clarity, detail, and purpose. It is about creating products that feel authentic, function seamlessly, and maintain their value over time. This philosophy allows her to consistently deliver work that is not only visually compelling, but also globally adaptable and execution-ready. Because for her, design is not just an outcome – it is a process of thinking, refining, and delivering with intent.

Equally important is her ability to align every product with client expectations and the nuanced demands of international markets. Sonalli approaches this with a sharp understanding that design alone is not enough – it must resonate with the end consumer, the buyer’s vision, and the market it is intended for.

She invests time in decoding buyer requirements, interpreting briefs beyond the surface, and translating them into products that feel both relevant and distinctive. Whether it is adapting materials, refining finishes, or adjusting design direction, her work reflects a thoughtful process of customization tailored to specific geographies and audience preferences.

Constantly attuned to evolving global trends, she ensures that every product strikes the right balance between aesthetic appeal and commercial practicality. The result is work that is not only well-crafted, but also positioned to perform – products that are market-ready, scalable, and aligned with real-world demand.



THE EXPERTISE

Where Creativity
Meets Commerce



Sonalli Rastogi operates seamlessly across the entire value chain, bringing together design intelligence and execution excellence. Her process begins with developing thoughtful textile concepts, pattern directions, and product innovations that are aligned with both creative vision and market demand. Every idea is shaped with a clear understanding of how it will translate from concept to a finished, globally relevant product.

Beyond design, her strength lies in strategic sourcing and consulting. She works closely with vendors, identifies the right materials, and ensures that every stage of production is aligned with quality and timelines. From sampling to inspection and final execution, her involvement ensures that the integrity of the design is maintained throughout the process.



FLOOR COVERINGS

Grounding Spaces with Texture

Floor coverings are more than just elements of utility – they define the foundation of a space. Through carefully sourced and designed carpets and rugs, Sonalli brings depth, warmth, and character into interiors. Each piece is selected and developed to complement the overall environment, adding a layer of subtle richness and visual balance.

THE PRODUCT WORLD

Curated Categories.
Crafted with Precision.

HOME TEXTILES

Where Comfort Meets Design

At the heart of Sonalli's expertise lies home textiles – a space where functionality blends seamlessly with aesthetic expression. Each piece is developed with a focus on texture, detail, and everyday usability, ensuring that comfort is never compromised by design. From bed linen to decorative textiles and hand-painted surfaces, her work reflects a refined balance between craftsmanship and contemporary appeal – creating products that feel as good as they look.



TABLE TOP DÉCOR

Details That Define Spaces

It is often the smallest elements that leave the strongest impression. Her collection of glassware, artifacts, and candle holders is curated to enhance spaces with understated elegance. These are not just decorative objects — they are conversation pieces, designed to add personality, charm, and a sense of completion to any setting.

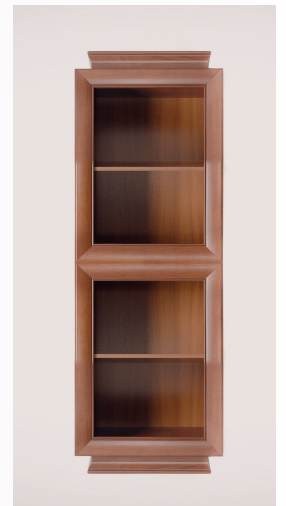


FURNITURE

Functional Aesthetics

Blending utility with design, Sonalli's approach to furniture focuses on clean forms, purposeful design, and timeless appeal.

From stools and side tables to coffee tables, consoles, and chests, each piece is created to integrate effortlessly into modern living spaces — offering both functionality and visual harmony.



MATERIAL PALETTE

Where Material Meets Meaning

A deep understanding of materials forms the foundation of her work.

Working across carefully curated material categories, Sonalli ensures that each element is chosen with intention — enhancing not just the visual appeal, but also durability and experience.

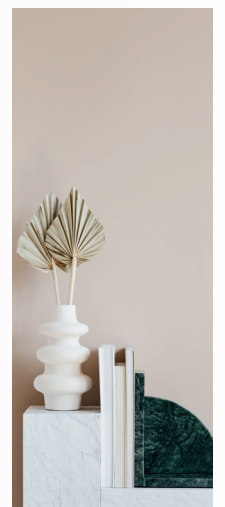
Metal — strength, structure, and precision

Glass — clarity, lightness, and elegance

Wood — warmth, texture, and timelessness

Lighting — atmosphere, depth, and emotional impact

Stone — permanence, character, and natural depth





CRAFT

Rooted in authenticity, every product reflects a commitment to thoughtful creation and refined workmanship.



DETAIL

It is in the finer nuances that each piece comes to life — subtle, precise, and intentionally designed.



QUALITY

Maintained at every stage, ensuring each product meets global standards of durability, finish, and consistency.



DESIGNS THAT
TRAVEL. INSIGHTS
THAT ADAPT.



With extensive exposure to international markets, Sonalli Rastogi brings a deep understanding of global aesthetics, buyer behavior, and market expectations.

Her work is shaped by continuous interaction with diverse regions – each with its own design language, cultural nuance, and quality benchmarks.

Her experience spans across **Netherlands, Denmark, France, Sweden, Norway, the United Kingdom, ,Australia and many more**— markets known for their refined taste and high standards.



GLOBAL PRESENCE



A STRUCTURED APPROACH FROM IDEA TO GLOBAL DELIVERY

1. **Understanding the Requirement**

Every project begins with clarity – understanding the product vision, target market, and buyer expectations to define the right direction

2. **Defining Product Direction**

Translating ideas into clear concepts by aligning design, materials, and functionality with market relevance.

3. **Strategic Sourcing**

Identifying the right vendors, materials, and production partners to ensure reliability, efficiency, and scalability.

4. **Sampling & Refinement**

Developing samples, reviewing details, and refining the product to ensure it meets both design intent and quality standards.

5. **Production & Quality Control**

Monitoring production through inspections and checks to maintain consistency, finish, and durability at every stage.

6. **Delivery & Market Alignment**

Ensuring the final product is aligned with market expectations – ready for distribution, scale, and global performance.





WORK WITH SONALLI

BUILDING PRODUCTS.
CREATING PARTNERSHIPS.
DELIVERING GLOBALLY.

1.

CONSISTENCY

Maintaining quality at scale while preserving attention to detail in every product.

2.

GLOBAL UNDERSTANDING

A refined awareness of international markets, ensuring every product aligns with global expectations and demand.

3.

RELATIONSHIPS

Built on trust, reliability, and long-term collaboration across clients, buyers, and manufacturers.

4.

BALANCE

A seamless blend of creative sensitivity and disciplined execution.

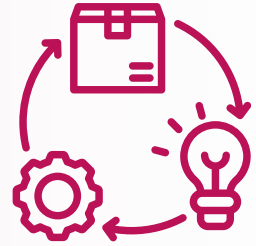
Her strength lies not in a single capability, but in the ability to integrate design, sourcing, and execution into one cohesive process.

With a clear understanding of both creativity and commerce, she brings structure to ideas, clarity to execution, and consistency to delivery – ensuring that every product is not only well-designed, but also market-ready, scalable, and reliable. Because in the end, true value is created when everything comes together – effortlessly, intelligently, and with purpose

DESIGN & PRODUCT DEVELOPMENT

From textile concepts to final product creation, every design is developed with a focus on market relevance, detail, and usability.

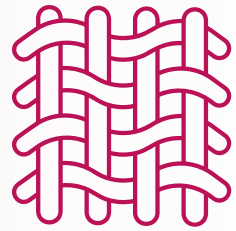
Value: Products that are visually strong and ready for real-world application.



HOME DÉCOR & TEXTILE SPECIALIZATION

Deep expertise across home textiles, décor, and lifestyle categories, with a clear understanding of materials, finishes, and design sensibilities.

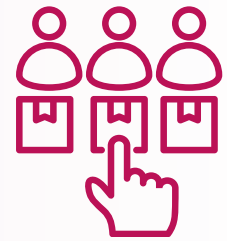
Value: Category-focused development aligned with global aesthetics.



EXPORT SOURCING & VENDOR MANAGEMENT

Identifying the right vendors, materials, and production partners while ensuring smooth coordination across the supply chain.

Value: Reliable sourcing with efficiency and scalability.



QUALITY CONTROL & EXECUTION

End-to-end monitoring through sampling, inspection, and production checks to maintain consistency in output.

Value: Assured quality that meets international standards.



CONSULTING FOR BUYING & SOURCING

Advising brands and buyers on product direction, sourcing strategies, and market alignment.

Value: Informed decisions that reduce risk and improve outcomes.



THE DISTINCT EDGE



Where Experience, Insight, and Execution Come Together. What defines Sonalli Rastogi is not just her expertise, but the way she brings multiple disciplines together with clarity and purpose. Her journey has shaped a rare capability – a seamless integration of design, merchandising, and sourcing.

She understands that a product is only as strong as its entire journey, from concept to execution, and ensures that every stage is aligned with both creative intent and market demand. With extensive exposure to international markets, she brings a nuanced understanding of global expectations – from design sensibilities to quality benchmarks and delivery standards. This allows her to create work that is not only aesthetically refined, but also commercially relevant.



Building with Purpose. Delivering with Impact. At this stage of her journey, Sonalli Rastogi's vision extends beyond creating products – it is about building a meaningful and scalable presence in the global home décor industry. Her focus is on bringing together design, sourcing, and execution into a system that not only delivers quality, but also creates long-term value for brands, buyers, and partners.

She aims to collaborate with those who value authenticity, consistency, and thoughtful design, while continuously adapting to evolving global markets and expectations. Because growth, for her, is not just about scale – it is about creating work that sustains, performs, and resonates over time.

More Than Products. A Way of Working.

Over the years, Sonalli has come to understand that true success in this industry is not defined by volume, but by consistency, trust, and the ability to deliver – every single time. Her journey reflects a commitment to doing things the right way – with clarity in process, attention to detail, and respect for both creativity and execution. Every product she works on carries this philosophy forward – not just as an outcome, but as a reflection of a system that works.



CORE EXPERTISE

Integrated Capabilities.
Delivered with Precision.



Sonalli Rastogi brings together a comprehensive set of capabilities that span the entire lifecycle of product development – from concept creation to global delivery. Her expertise lies not just in individual functions, but in the ability to connect design, sourcing, quality, and client alignment into one seamless process. This integrated approach ensures that every product is developed with clarity, executed with discipline, and delivered with consistency. With a strong foundation in home décor and textiles, combined with deep experience in sourcing and merchandising, she enables brands and buyers to build products that are both creatively refined and commercially viable.

What truly strengthens this approach is her ability to view every project not as a series of isolated tasks, but as a connected system driven by purpose and precision. She brings structure to complexity – aligning creative direction with operational execution – so that each stage seamlessly supports the next. This perspective allows her to anticipate challenges, streamline processes, and ensure that the final outcome is not just well-designed, but also efficiently produced and ready to perform in global markets.

*Crafted in silence,
where emotions take form,*

*Refined in detail,
away from the norm.*

*A language of luxury,
subtle yet true,*

*Where every creation
carries a view.*






Let's Build Something That Works — Globally.

SCHEDULE A CONSULTATION

Discuss your requirements in detail and explore a structured approach to design, sourcing, and execution.

Build products that are aligned with your market, supported by the right vendors, and delivered with consistency.

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