

JSW



# Voque

FASHIONABLE WALLS

JSW PAINTS

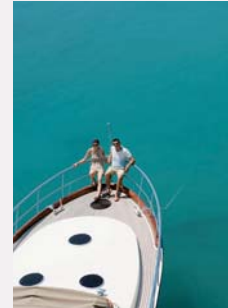


colourvista  
Viu

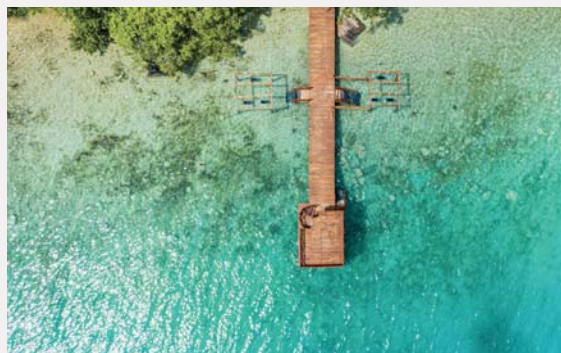
# Stylish



# Unique



# Fashion



# Luxury



# Voñue

## FASHIONABLE WALLS

Vogue by JSW Paints is a visual representation of luxury in its most contemporary form. It is unique, stylish, youthful, and luxurious. It is inspired by the latest trends in fashion and culture.

Did you know that luxury, as we know it today, didn't exist until the 17<sup>th</sup> century? It was only when noble men and women first visited the city of Paris in France that its beauty inspired the idea of lavishness in them.

Over time, as cultures and generations evolved, luxury became more accessible. You would find it in apartments just as often as you would find it in palaces.

With our book, we bring you a collection of luxury patterns, carefully researched and created for modern India. Browse through our range of aesthetic patterns and find one that matches your style.

Feature them on your walls, and stay in-trend.



# IKAT

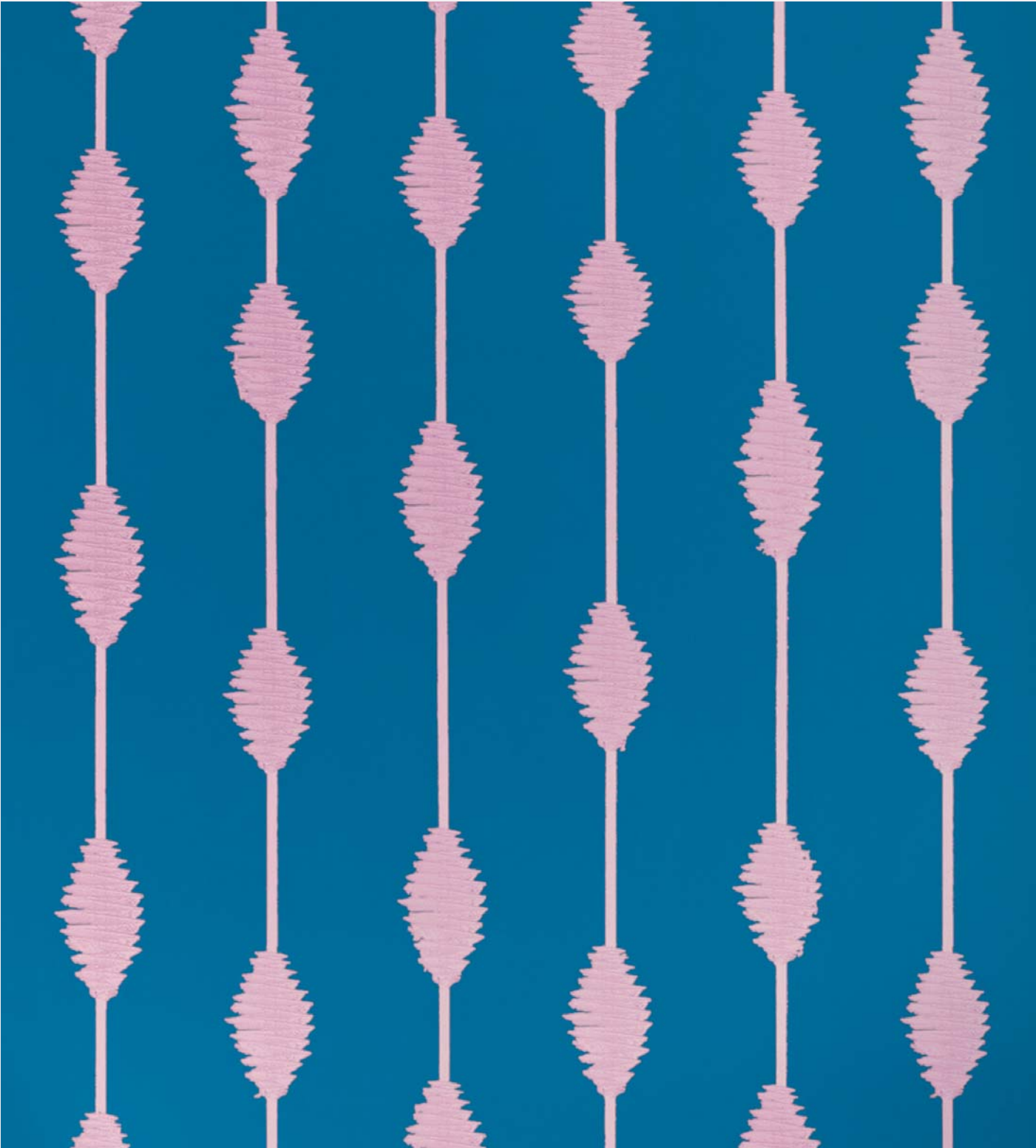
Ikat is blurry yet charming, and its appearance is perfect for elevating your walls. So, jazz up your living space with this trendy pattern and feel its luxuriousness permeating your home.









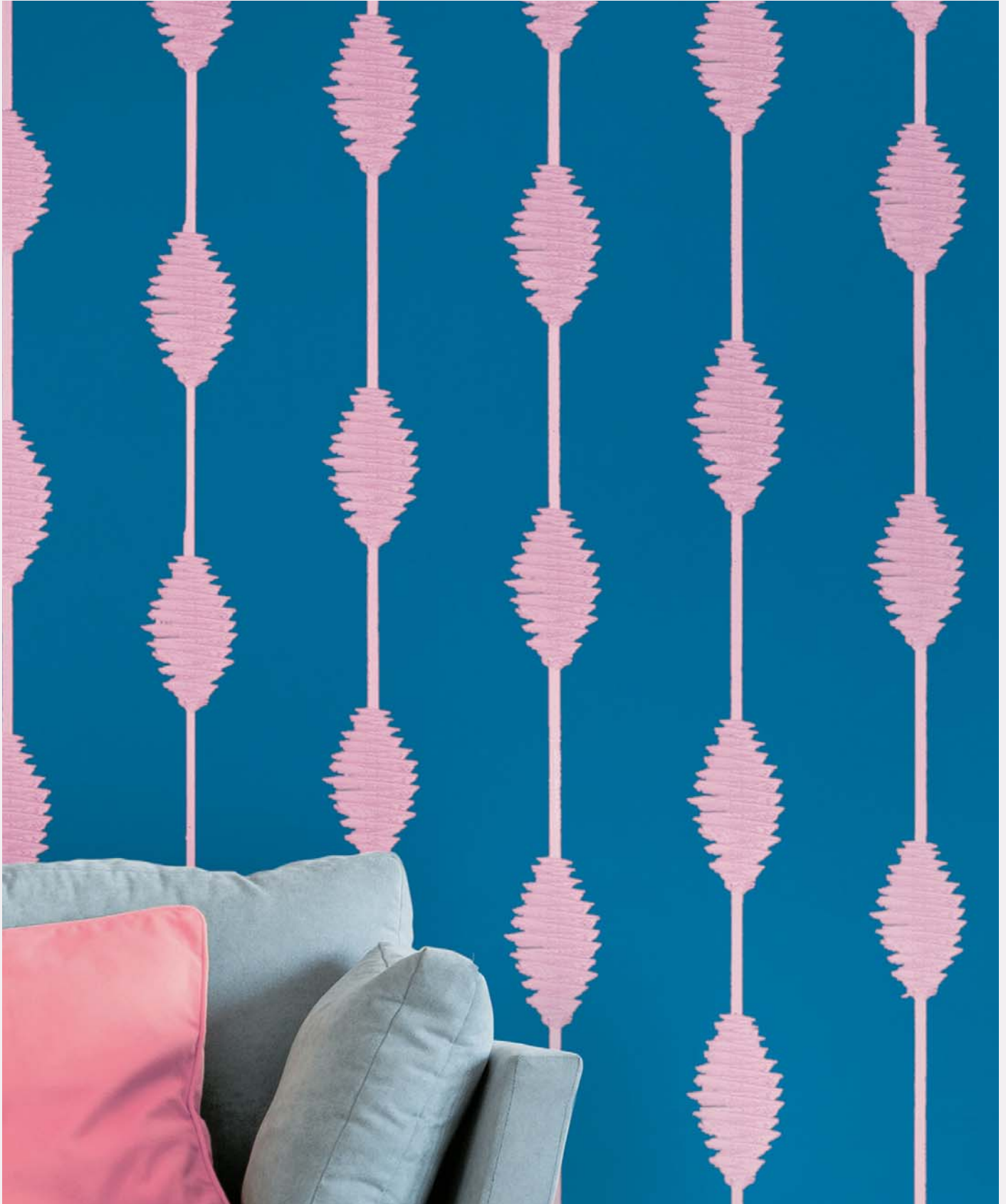


**Vogue Ikat Tool**  
D1601VTIT1ZE A

**BC: Halo Interior**  
**Rouge Flush**  
**(2287)**

**TC: Vogue Effectiq**  
**Neel Blue**  
**(3358)**







BC: Halo Interior  
Tranquility Time (2416)

TC: Vogue Effectiq  
Layered Clay (3096)



BC: Halo Interior  
Wine Fest (5154)

TC: Vogue Effectiq  
Cherry Blossom (2235)



BC: Halo Interior  
Exotic Beauty (2325)

TC: Vogue Metalliq (S)  
Mood Mauvais (5173)



BC: Halo Interior  
Catamaran Blue  
(3392)

TC: Vogue Effectiq  
Happy Go Lucky  
(5022)



BC: Halo Interior  
Whispering Willow (3624)

TC: Vogue Effectiq  
Suraj Kund (5036)



BC: Halo Interior  
River Light (2082)

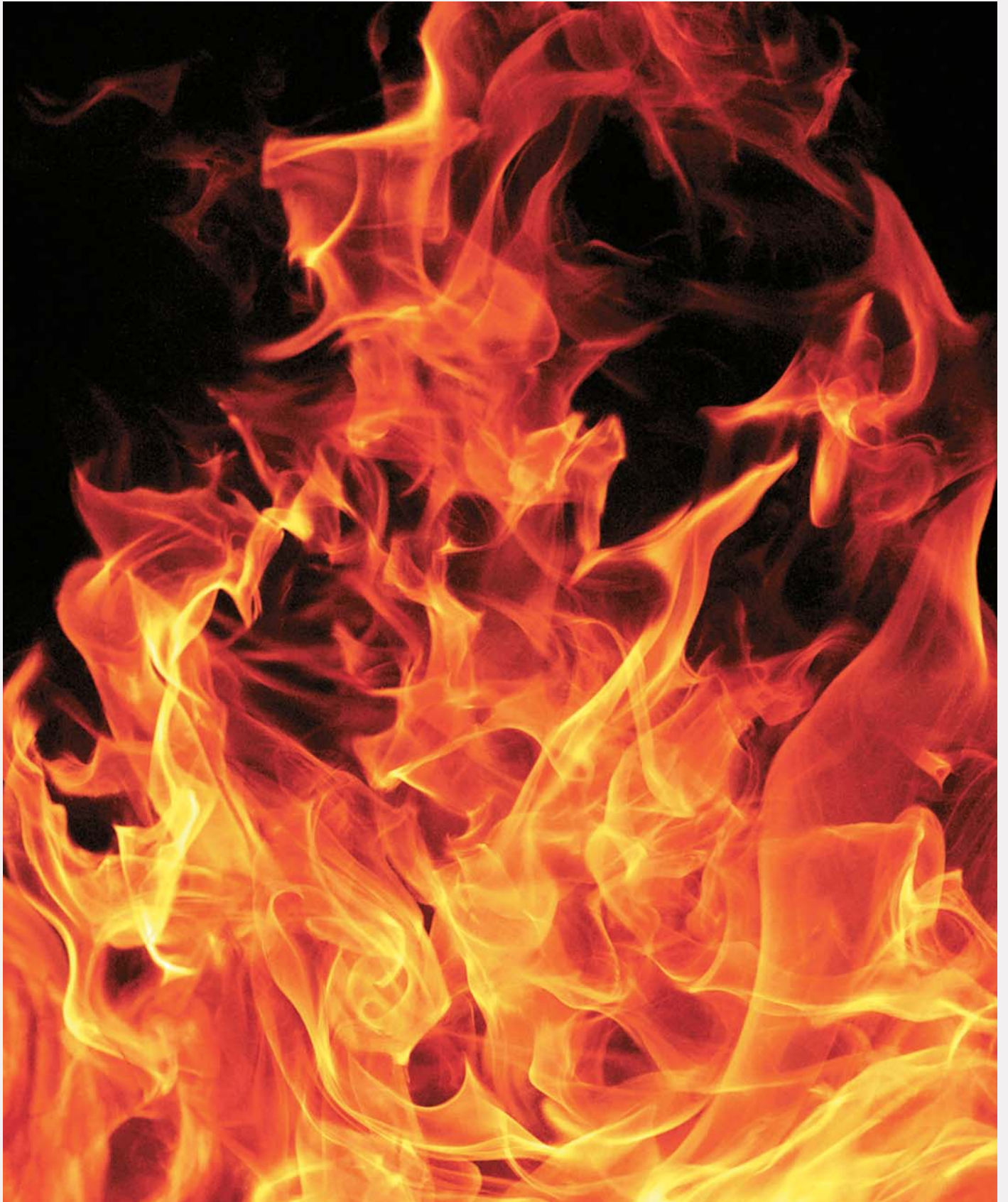
TC: Vogue Metalliq (S)  
Someone Like You (5096)



# BLAZE

Fire embodies passion, creativity, and confidence. If these words speak to you, this is the style for you. Experiment with vibrant colours and monotones, and captivate the world with blazing walls.











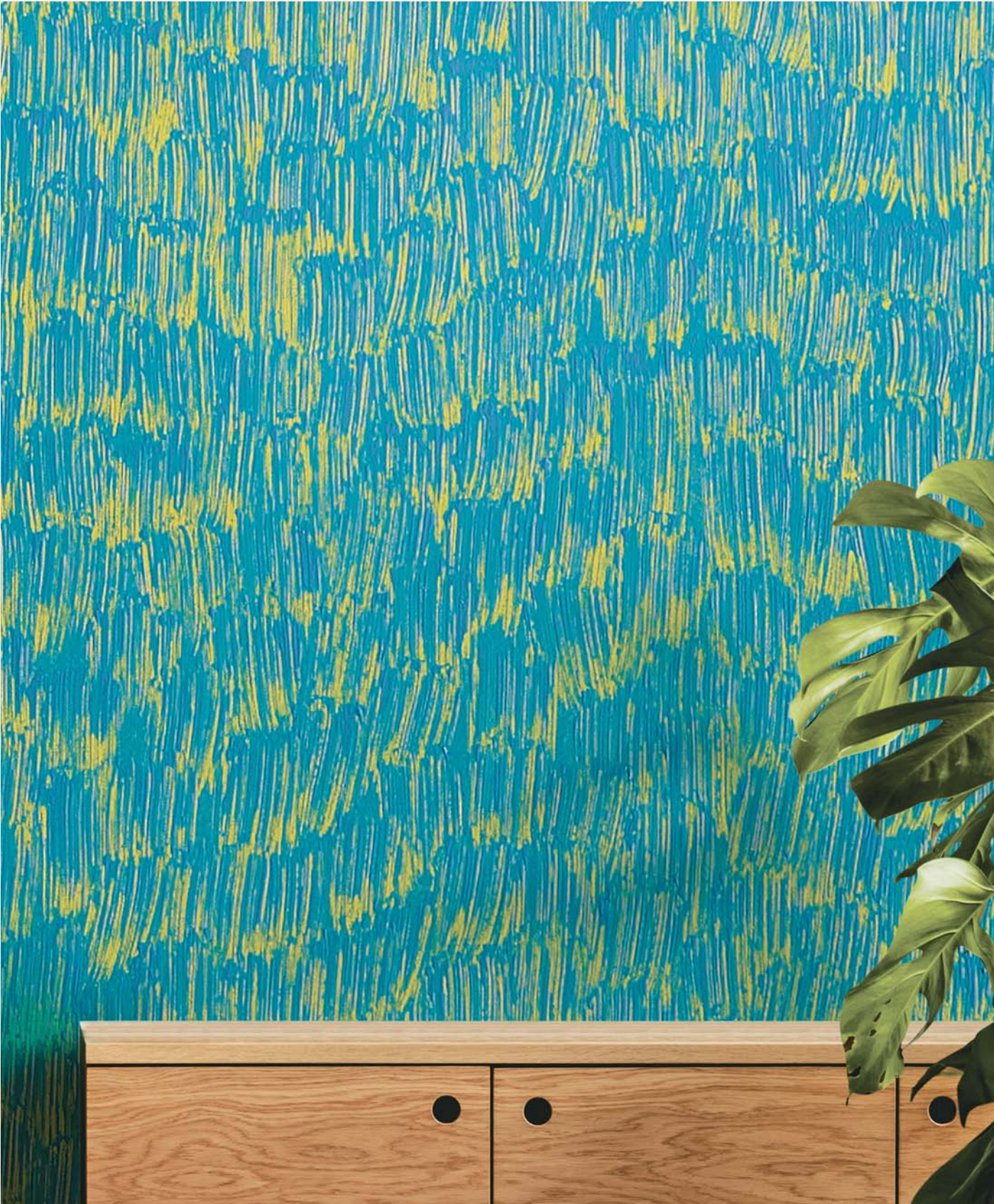


**Vogue Blaze Tool**  
D1601VTBT1ZEA

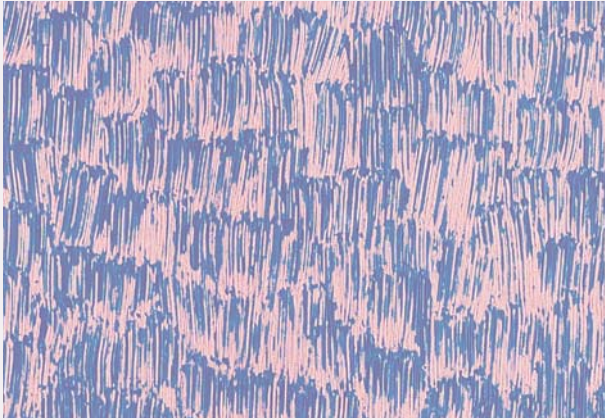
**BC: Halo Interior**  
**Kidding Me (5313)**

**TC: Vogue Effectiq**  
**Selfie Moment (5211)**



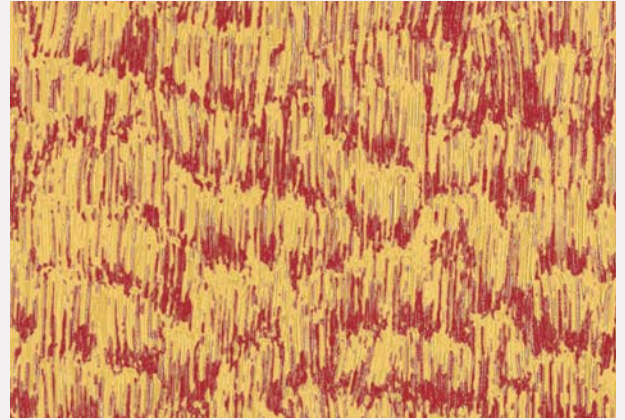






BC: Halo Interior  
Jingle Jangle (2266)

TC: Vogue Effectiq  
Plush Plum (3297)



BC: Halo Interior  
P.O. Red (5106)

TC: Vogue Metalliq (G)  
Gold Base



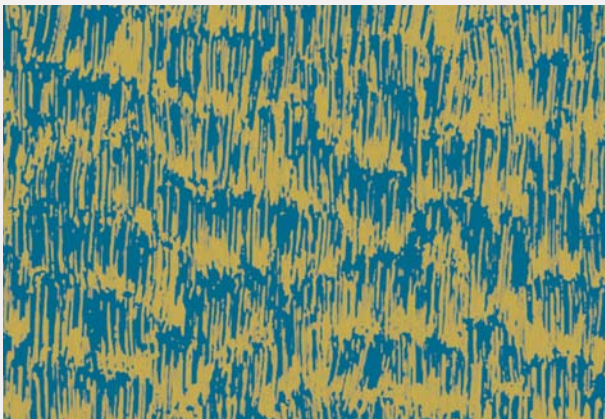
BC: Halo Interior  
Temple of the Sun  
(5034)

TC: Vogue Effectiq  
Caramel Pumpkin  
(5056)



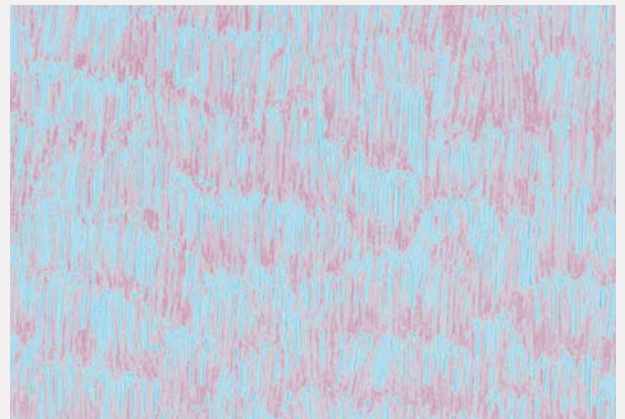
BC: Halo Interior  
Potter's Clay (3021)

TC: Vogue Effectiq  
Sunset Beige (4351)



BC: Halo Interior  
Mehrangarh Fort (3038)

TC: Vogue Metalliq (S)  
Peacock Strut (5215)



BC: Halo Interior  
Still Water Blue (2444)

TC: Vogue Effectiq  
Tutu Toile (2274)





# STACKS

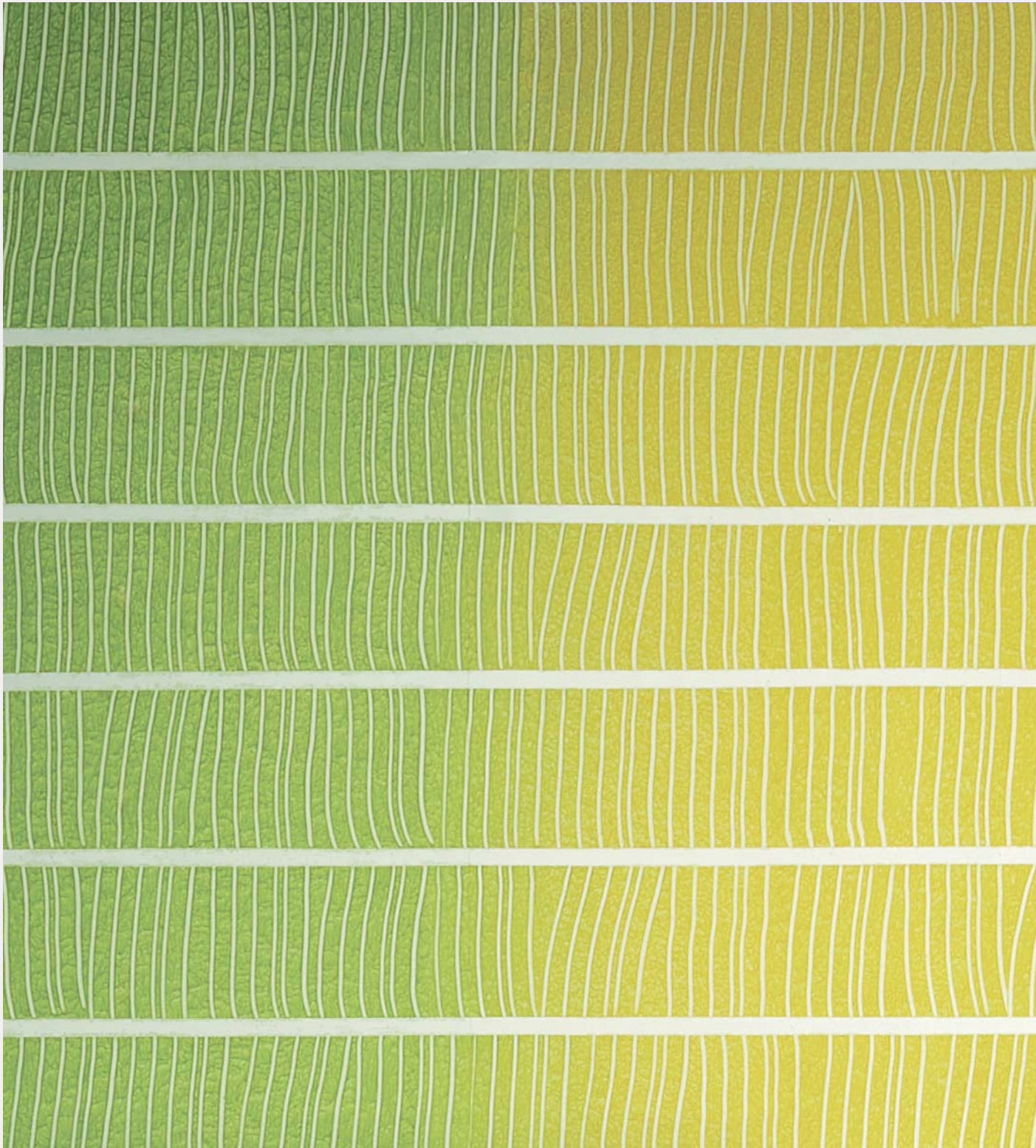
There is no pattern more classic than a relaxed stripe. It's the easiest to dress up or down in fashion and on walls. Use our Stacks pattern to create a lovely accent wall with stripes, or sport it in a room where you want your decor to shine.











**Vogue Combing Tool**  
D1601VTCT1ZEA

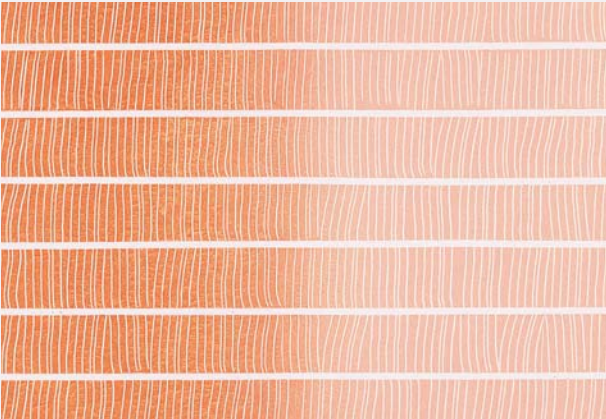
**BC: Halo Interior  
Tranquil Moment  
(1025)**

**TC: Vogue Effectiq  
Chlorophyll Tip (3585)  
Golden Glow (2058)**



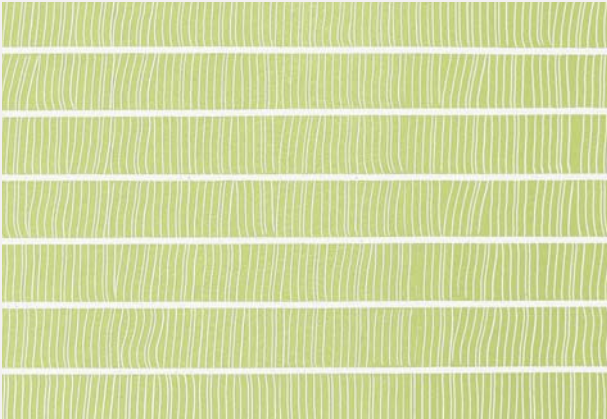






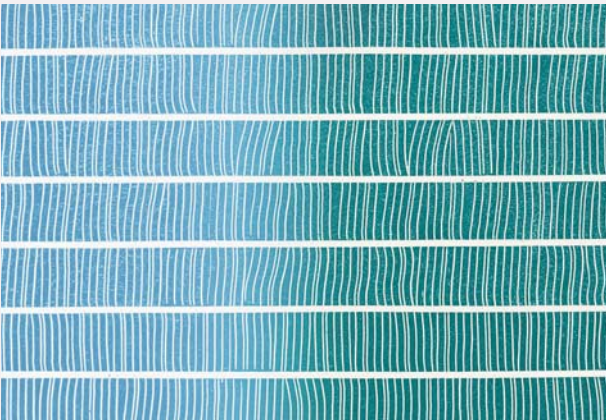
BC: Halo Interior  
Moon Dust (2302)

TC: Vogue Effectiq  
Iced Lolly (2145)  
Tropical Heat (2158)



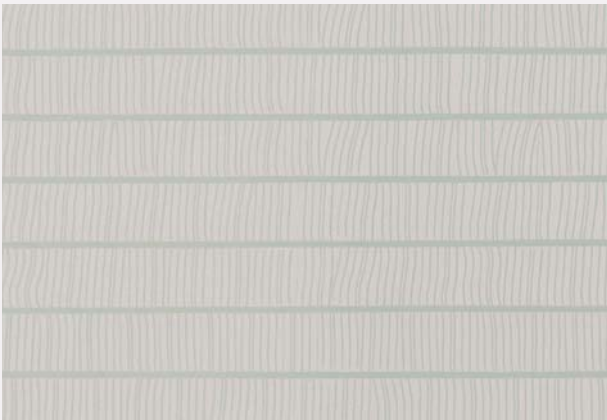
BC: Halo Interior  
Tranquil Moment  
(1025)

TC: Vogue Metalliq (G)  
Fresco Pigment  
(3636)



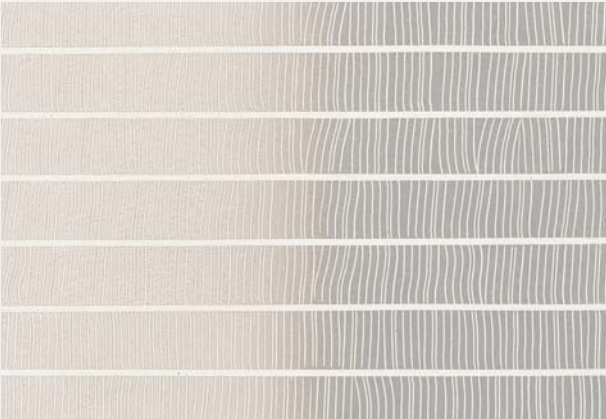
BC: Halo Interior  
Milky Moon (1022)

TC: Vogue Effectiq  
Skyless Storm (5201)  
Nilgiri Blue (3418)



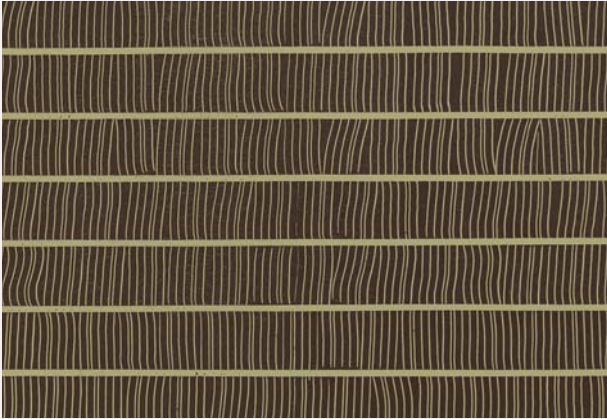
BC: Halo Interior  
Stupa Dome (3642)

TC: Vogue Effectiq  
Material Chic (4091)



BC: Halo Interior  
Wing Shimmer (1112)

TC: Vogue Effectiq  
Material Chic (4091)  
Designer's Neutral (4094)



BC: Halo Interior  
Whispering Willow  
(3624)

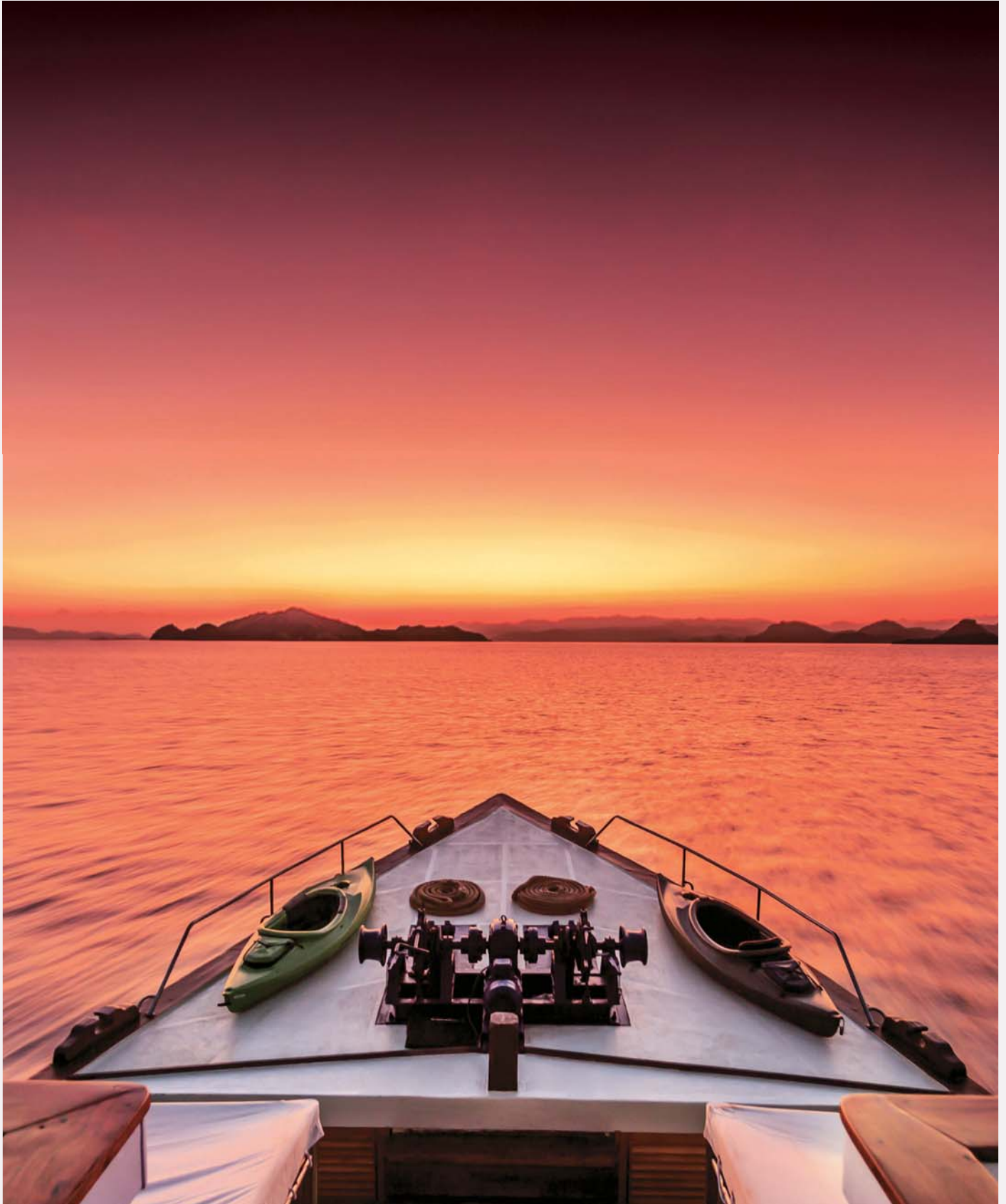
TC: Vogue Metalliq (C)  
Artisan Brown  
(4377)





# HORIZON

Are you a fan of pastels and mix-n-matching colours? If yes, the Horizon pattern is the one for you. This fashion trend looks just as pleasant on walls as it does on designer apparel. And if you enjoy the serene look of the horizon, it's an added perk! Experiment with this extravagant pattern to create an accent wall or use it to liven up any dull corner.









**Vogue Effects Brush Tool**  
D1601VTHB1ZEA

**BC: Halo Interior  
Apricot Breezer (2084)**

**TC: Vogue Effectiq  
Studio Pottery (3172)  
Angel Fish (2147)  
Leader of the Pink (5161)**







BC: Halo Interior  
Crochet Lace (1063)

TC: Vogue Effectiq  
Marari Beach (2707)  
Im Happy Now (5315)  
Inheritance Gold (5015)



BC: Halo Interior  
River Light (2082)

TC: Vogue Effectiq  
Barely There (2191)  
Floating Parasol (2307)  
Leader of the Pink (5161)



BC: Halo Interior  
Apricot Breezer (2084)

TC: Vogue Effectiq  
Barely There (2191)  
Pretty Petals (2255)  
Durbar Hall (3136)



BC: Halo Interior  
Hint of Desire (2282)

TC: Vogue Effectiq  
Tea Time Mauve (3293)  
Tranquility Time (2416)  
Upper Ganges (3425)



BC: Halo Interior  
Crochet Lace (1063)

TC: Vogue Effectiq  
Pagoda Green (3596)  
Bus Green (5268)  
Oxford Blue (5208)



BC: Halo Interior  
Treasure Trunk (1068)

TC: Vogue Effectiq  
Floating Parasol (2307)  
Leader of the Pink (5161)





# THATCHES

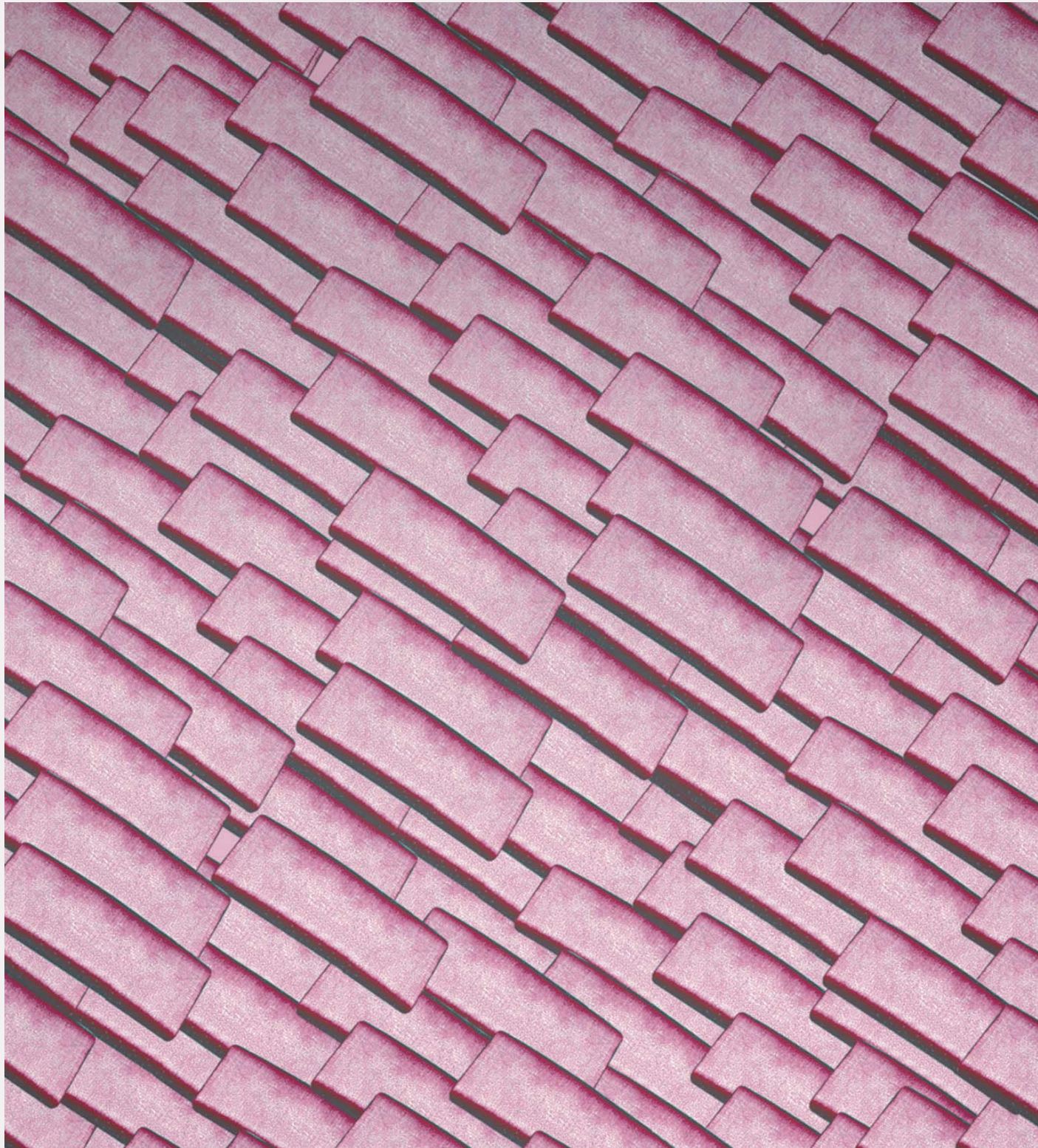
In the interior designing world, country-style decor is back in trend. It is rustic, it is timeless, and it feels homely. So, if you too would like to give your home a country feel, choose the Thatches pattern. It's inspired by thatched grass walls and works like a charm wherever you sport it.











**Vogue Thatches Scraper**  
D1601VTTT1ZEA

**BC: Halo Interior  
Water Way (2526)**

**TC: Vogue Effectiq  
Sea of Poppies (5135)**



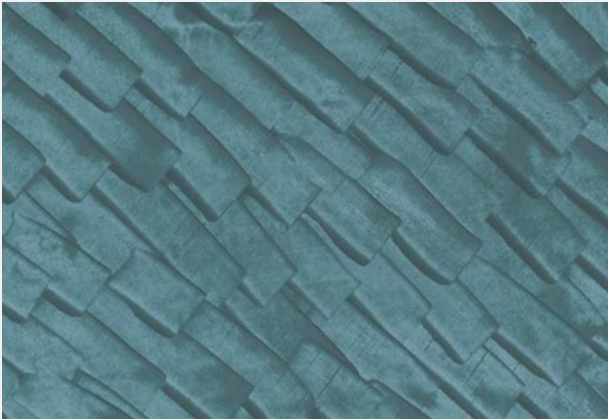




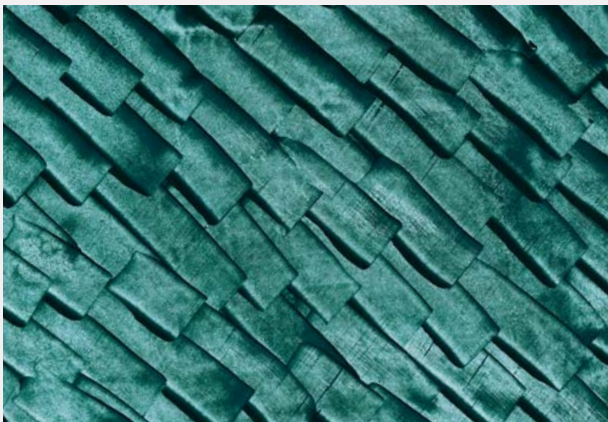
# THATCHES



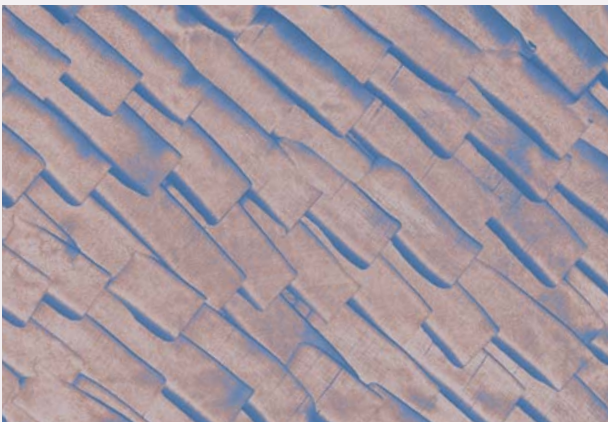
BC: Halo Interior Iced Lolly (2145)      TC: Vogue Effectiq Cheery Carrot (2168)



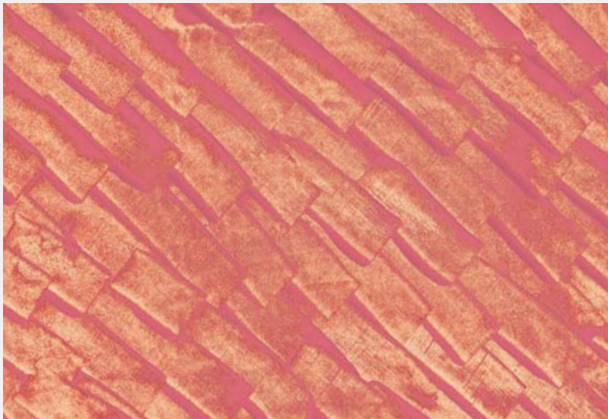
BC: Halo Interior Steel Swirl (4265)      TC: Vogue Effectiq Perpetual (4332)



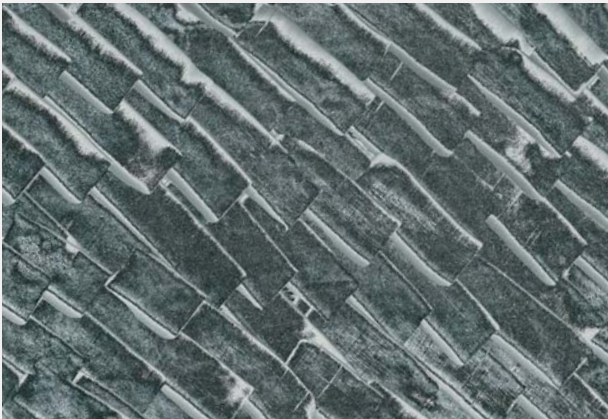
BC: Halo Interior Desert View (3031)      TC: Vogue Effectiq Nilgiri Blue (3418)



BC: Halo Interior Delicate Glaze (3173)      TC: Vogue Effectiq Chasing Monsoons (5193)



BC: Halo Interior Wine Fest (5154)      TC: Vogue Metalliq (G) Gold Base



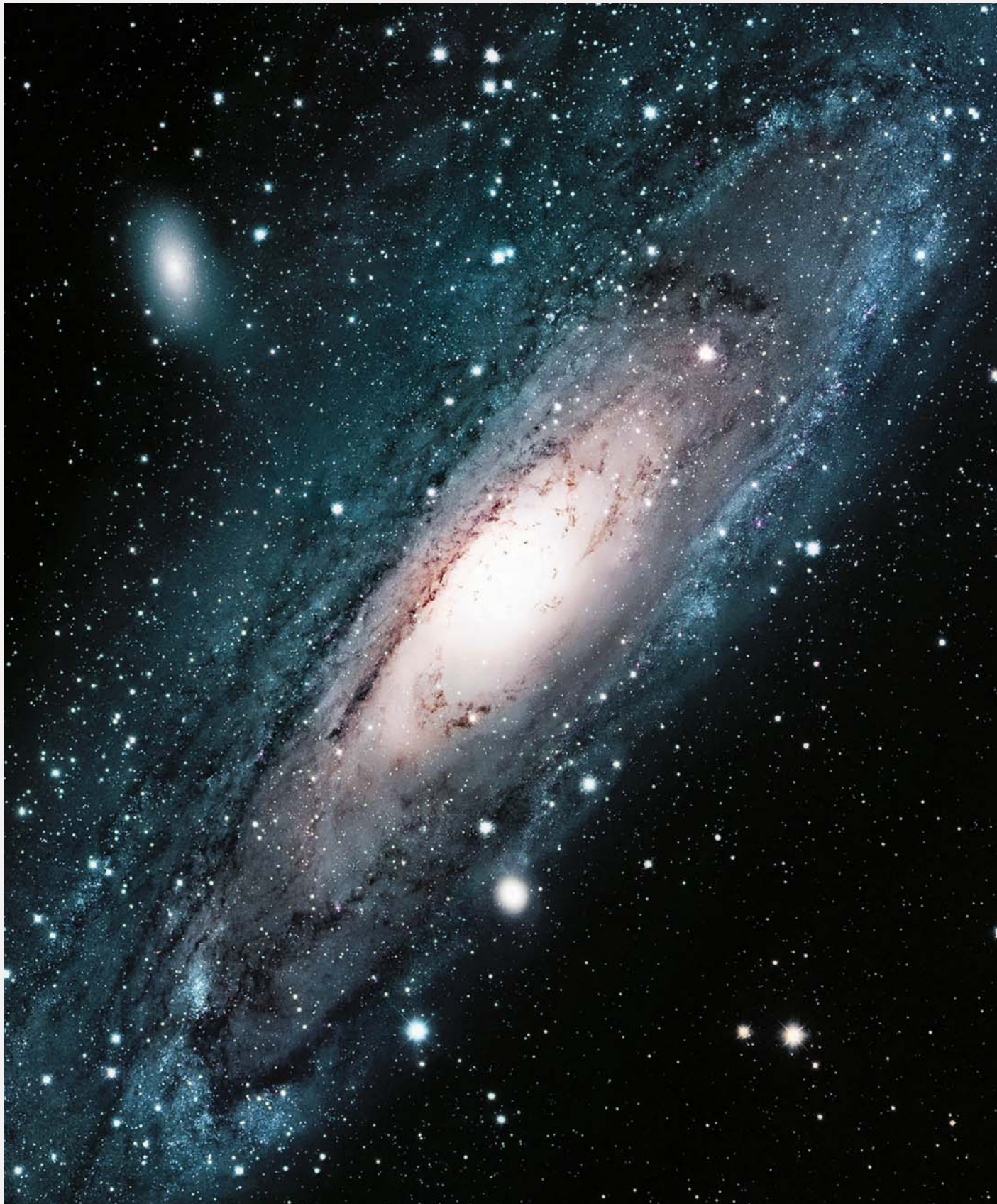
BC: Halo Interior Ajrak Blue (4248)      TC: Vogue Metalliq (S) Silver Base





# ORBITAL

When you can be a part of the space aesthetics trend, why choose anything else? Channel your inner space-fashion expert and embark on a timeless adventure with the Vogue Orbital pattern.











**Vogue Orbital Tool**  
D1601VTOT1ZEA

**BC: Halo Interior  
First Kiss (2285)**

**TC: Vogue Effectiq  
Mirrored Sky (3334)**





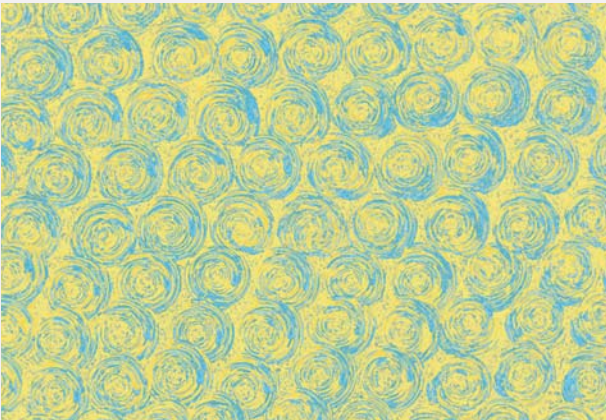




BC: Halo Interior  
Catamaran Blue (3392)      TC: Vogue Effectiq  
Sea of Poppies (5135)



BC: Halo Interior  
Natural Sage (2564)      TC: Vogue Effectiq  
Open Secret (2173)



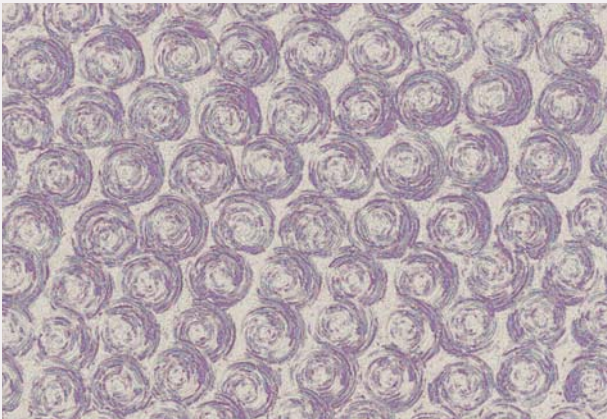
BC: Halo Interior  
Blue Carvings (3385)      TC: Vogue Effectiq  
Mid Day High (2028)



BC: Halo Interior  
Utopia Now (4158)      TC: Vogue Metalliq (S)  
Tranquility Time (2416)



BC: Halo Interior  
Barely There (2191)      TC: Vogue Effectiq  
A Suitable Boy (5097)



BC: Halo Interior  
Mood Mauvais (5173)      TC: Vogue Effectiq  
Studio Pottery (3172)





# **BANDHEJ**

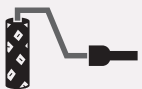
The beauty of the Bandhej print lies in its versatility. It fits just as perfectly with traditional style as it does with contemporary design. Flaunt it on any wall to accentuate it or use it across your house in different shades to liven up your space.









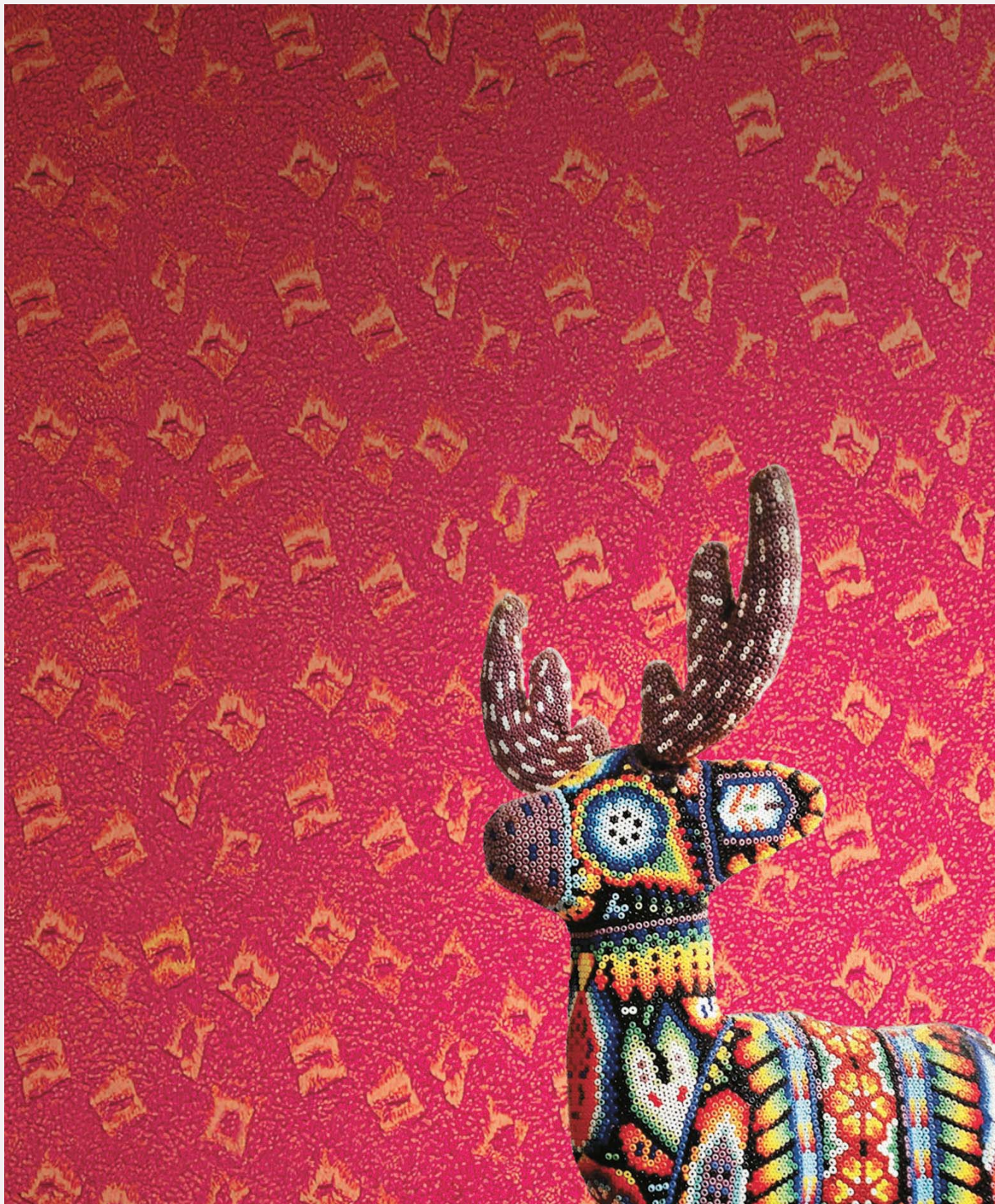


**Vogue Bandhej Roller**  
D1601VTBR1ZEA

**BC: Halo Interior**  
**Kidding Me (5313)**

**TC: Vogue Effectiq**  
**Indian Pink (5144)**









BC: Halo Interior  
Ski Slope (2404)

TC: Vogue Effectiq  
Luscious Lipstick (2198)



BC: Halo Interior  
Kidding Me (5313)

TC: Vogue Effectiq  
Selfie Moment (5211)



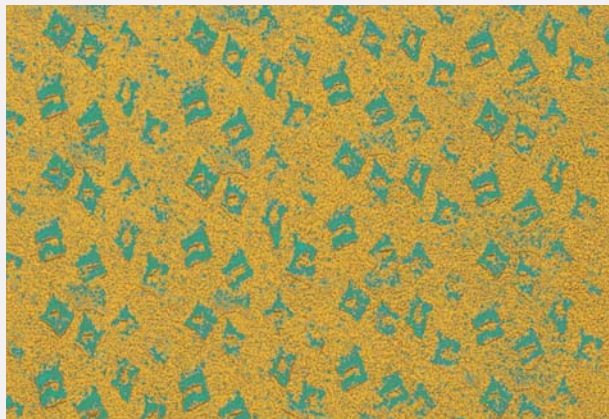
BC: Halo Interior  
Catamaran Blue (3392)

TC: Vogue Effectiq  
Oxford Blue (5208)



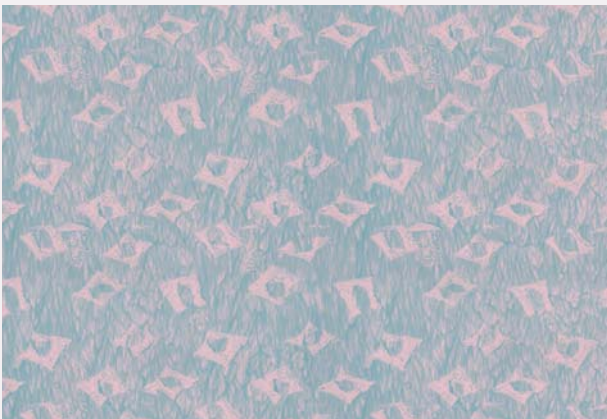
BC: Halo Interior  
Blue Carvings (3385)

TC: Vogue Effectiq  
Halon Wash (5086)



BC: Halo Interior  
Bus Green (5268)

TC: Vogue Metalliq (G)  
Gold Base



BC: Halo Interior  
Jingle Jangle (2266)

TC: Vogue Effectiq  
Catamaran Blue (3392)





# METEORS

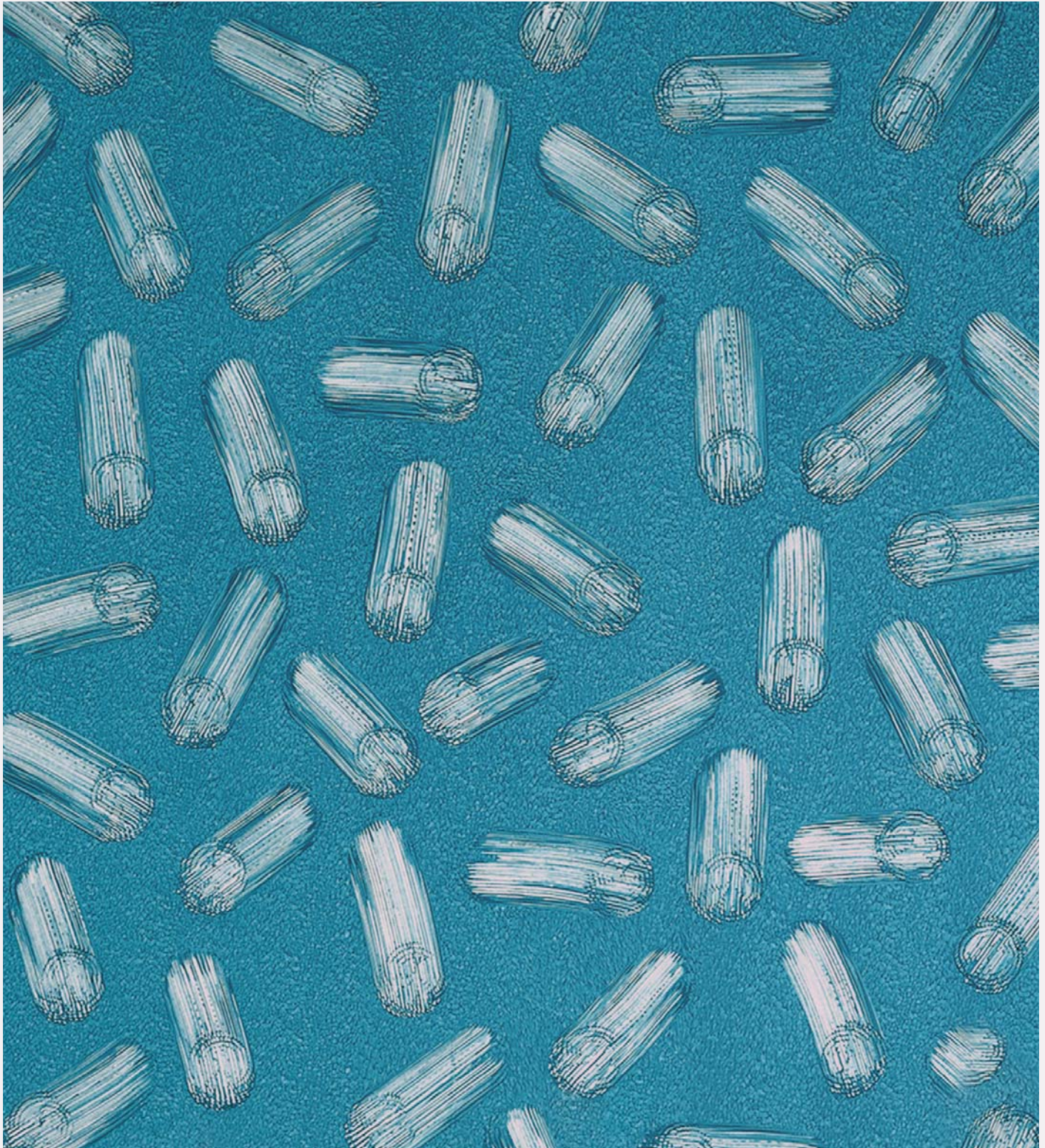
If astronomy fascinates you, our Meteor pattern is right up your alley. It is meticulously designed to replicate the mesmerising beauty of a meteoroid shower. Paint star Meteor on your walls and enjoy the character it adds to your space.









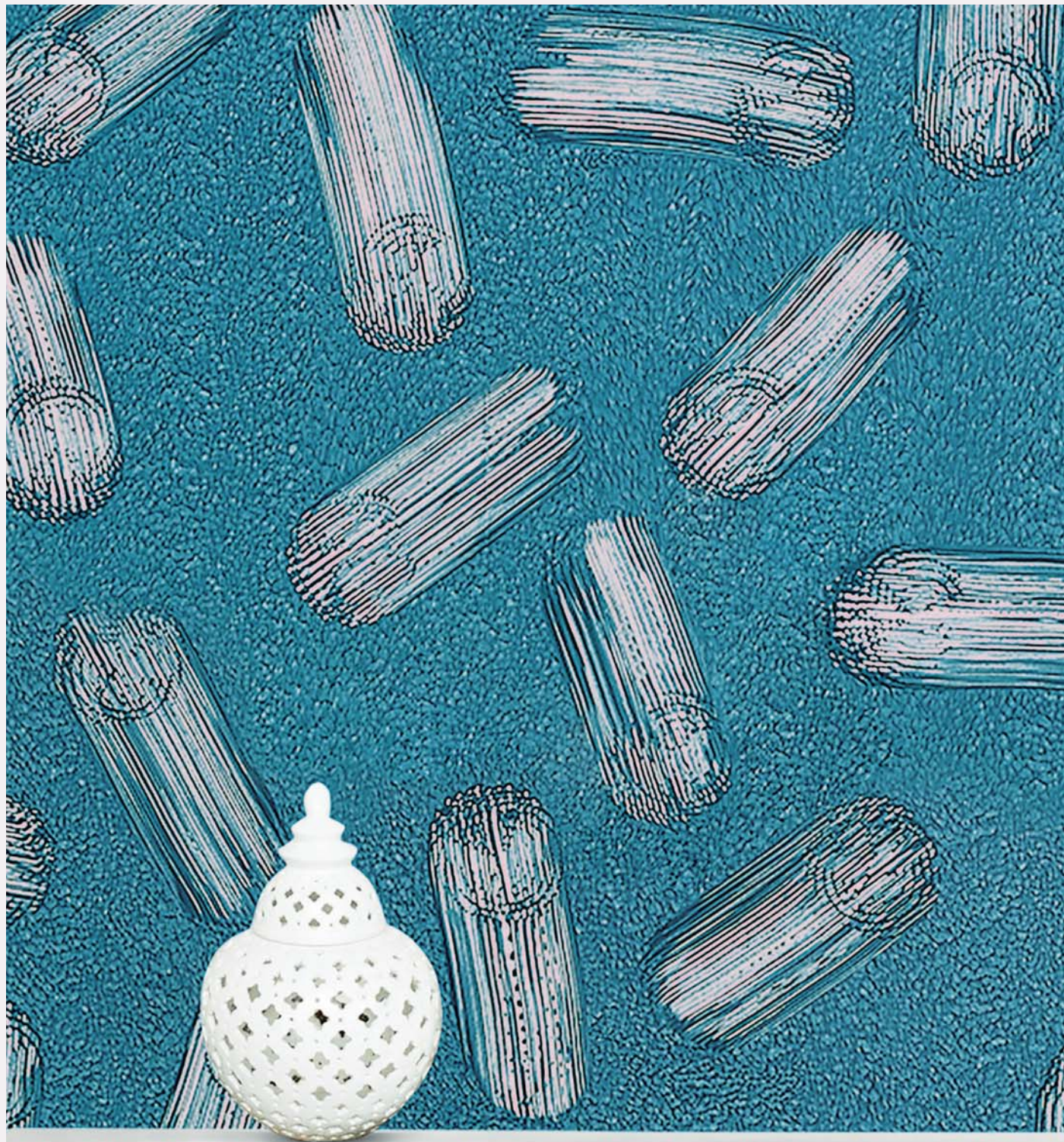


**Vogue Meteors Tool**  
D1601VTMT1ZEA

**BC: Halo Interior  
Balcony Shade (3193)**

**TC: Vogue Effectiq  
Peacock Strut (5215)**







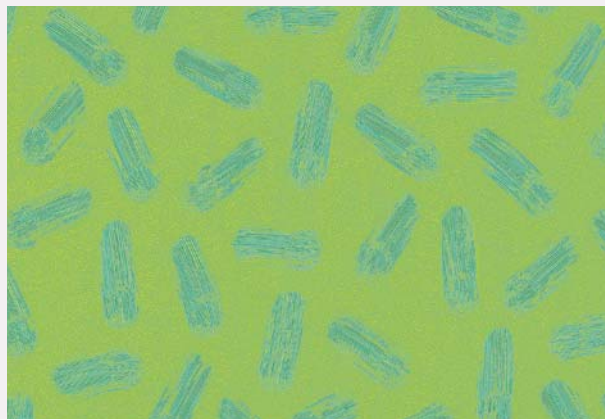
# METEORS

**Voğue**  
FASHIONABLE WALLS



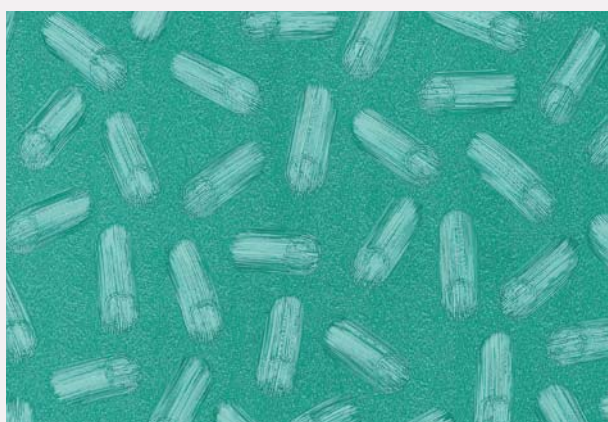
BC: Halo Interior  
Cool Fizz (2715)

TC: Vogue Effectiq  
Lavender Light (2373)



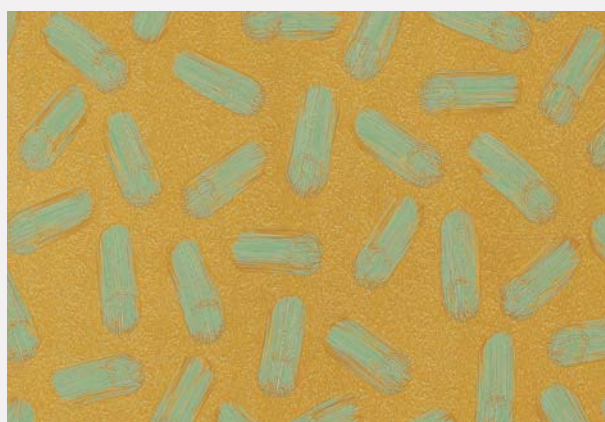
BC: Halo Interior  
Mermaid Song (3483)

TC: Vogue Effectiq  
Pagoda Green (3596)



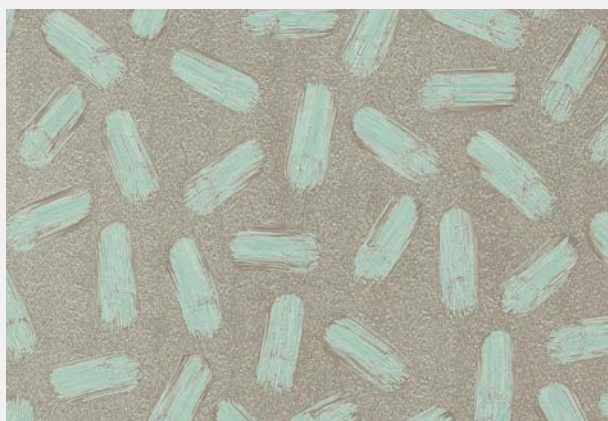
BC: Halo Interior  
Teal Boat (3442)

TC: Vogue Effectiq  
Bus Green (5268)



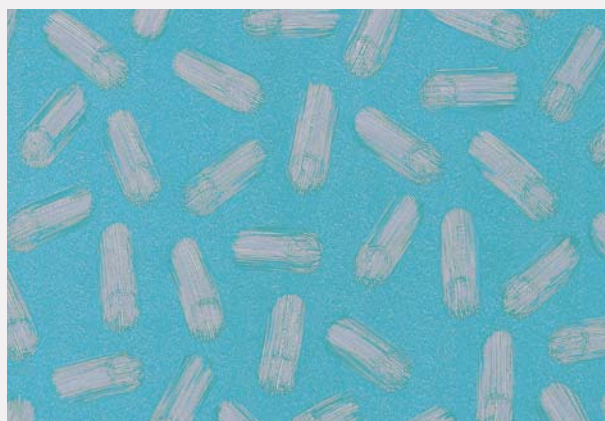
BC: Halo Interior  
Naturally Verdant  
(4383)

TC: Vogue Metalliq (C)  
Caramel Pumpkin  
(5056)



BC: Halo Interior  
Natural Sage (2564)

TC: Vogue Effectiq  
Open Secret (2173)



BC: Halo Interior  
Elusive Wilderness  
(2326)

TC: Vogue Effectiq  
Upper Ganges  
(3425)

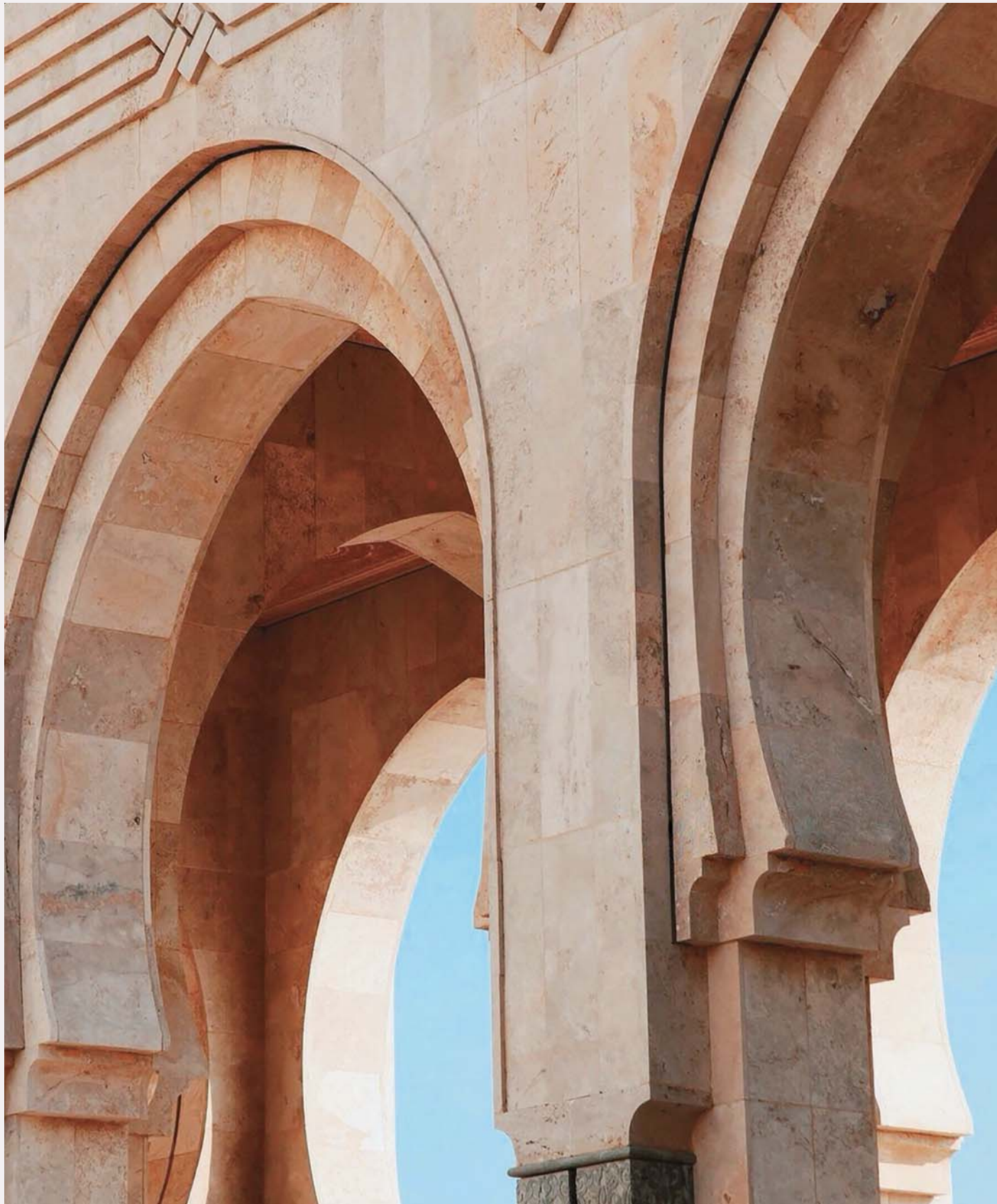




# ASTONIQ

At the cusp of Renaissance and Mughal architectural styles lies our pattern, Astoniq. It is marbled, classical, and era-defining. So, if you too are inspired to adorn your home with a slice of history, feature this pattern in the social spaces within your home and let it spark the most fascinating conversations.













The Steel Trowel

TC: Vogue Astoniq  
Alluring Isle (3446)









TC: Vogue Astoniq  
Mirrored Sky (3334)



TC: Vogue Astoniq  
Foresight (4014)



TC: Vogue Astoniq  
Wall Fresco (3164)



TC: Vogue Astoniq  
Silken Dress (1083)



TC: Vogue Astoniq  
Temple of the Sun (5034)



TC: Vogue Astoniq  
Kashmir Valley (2237)





**Basecoat**

**Topcoat**

## **Basecoat Application**

Apply specific shade of appropriate basecoat of JSW Paints Interior Emulsion as per product application recommendations. For best results, we recommend Halo Majestic Interiors Silk.

## **Topcoat Application**

**“PAINT-OFF” EFFECTS: Selective removal of paint by Vogue Application Tool.**

- Apply Vogue topcoat uniformly over basecoat in handy 1mx1m patches with mid-nap felt roller. Use the appropriate Vogue Application Tool as per applicable design patterns.

**“PAINT-ON” EFFECTS: Selective addition of paint by Vogue Application Tool.**

- Apply Vogue topcoat uniformly on appropriate tools. Use the paint loaded Vogue Application Tool as per applicable design patterns.



## Vogue Effectiq, Vogue Metalliq & Vogue Astoniq

*“Designed to delight your space”*

Vogue Effectiq, Metalliq & Astoniq will enable you to transform your walls with a variety of innovative and creative effects, propped with the latest trending colours. A perfect recipe for fashionable walls.

### Vogue Effectiq



#### Germ Block

KILLS UP TO 99.9%\*\* OF BACTERIA, FUNGI AND VIRUS.



OPTIMUM  
DESIGN TIME

### Vogue Metalliq



HD  
PATTERNS

### Vogue Astoniq



MARBLE  
FINISH



STUNNINGLY  
SMOOTH

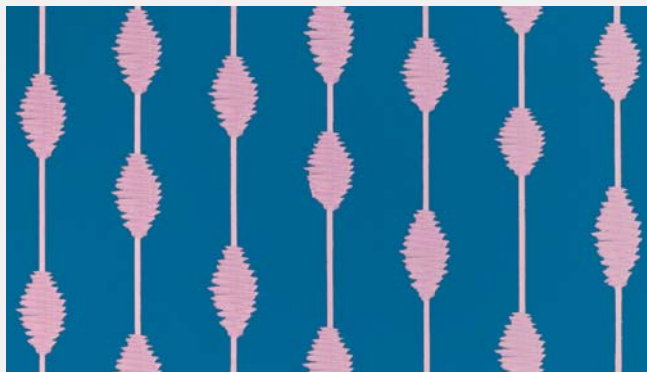


ANTI  
FUNGAL

Vogue Effectiq is available in 175+ shades, Vogue Metalliq is available in 50+ shades across Gold, Silver and Copper bases, and Vogue Astoniq is available in 100+ shades.

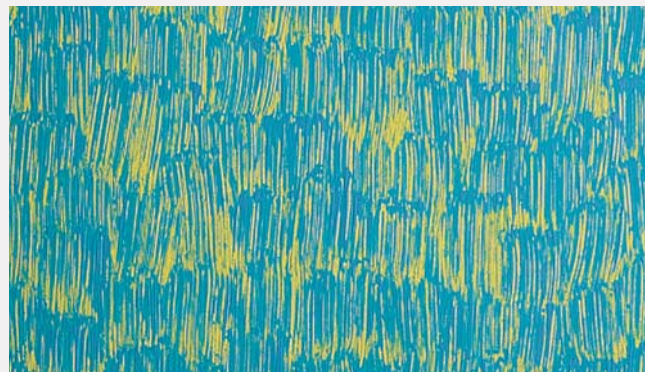


## CATALOGUE



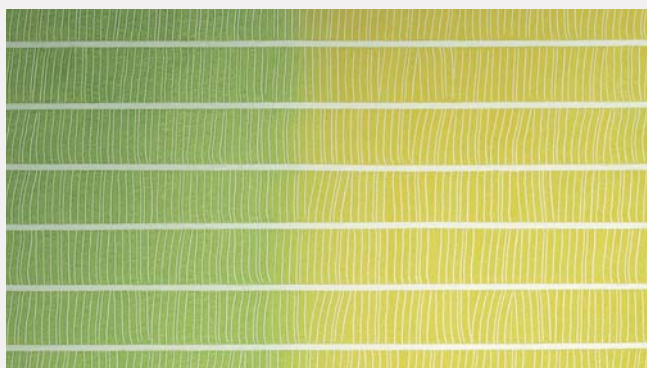
**Vogue Ikat Tool**  
D1601VTIT1ZEA

**IKAT**  
Page No. 2



**Vogue Blaze Tool**  
D1601VTBT1ZEA

**BLAZE**  
Page No. 8



**Vogue Combing Tool**  
D1601VTCT1ZEA

**STACKS**  
Page No. 14



**Vogue Effects Brush Tool**  
D1601VTHB1ZEA

**HORIZON**  
Page No. 20



**Vogue Thatches Scraper**  
D1601VTTT1ZEA

**THATCHES**  
Page No. 26



**Vogue Orbital Tool**  
D1601VTOT1ZEA

**ORBITAL**  
Page No. 32



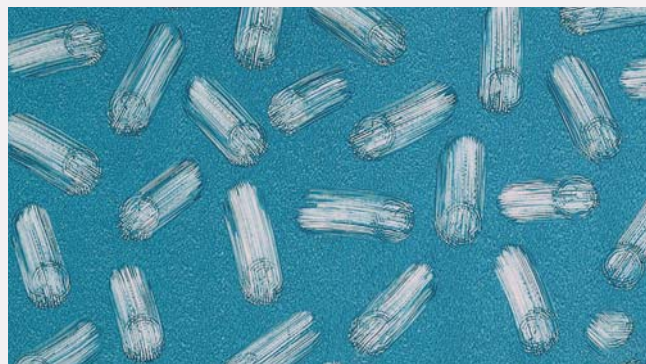
## CATALOGUE



**Vogue Bandhej Roller**  
D1601VTBR1ZEA

### BANDHEJ

Page No. 38



**Vogue Meteors Tool**  
D1601VTMT1ZEA

### METEORS

Page No. 44



**The Steel Trowel**

### ASTONIQ

Page No. 50



## INSPIRING COLOUR CONFIDENCE

### Buddy Assist



We at JSW Paints introduce you to our Customer Relationship Officer - your 'Buddy'. JSW Paints Buddy can help you select the perfect colours with the help of Colourvista tools and offer you advice regarding the right products for your home painting needs.



To get doorstep assistance, call 1800-121-5797.



### Colourvista Touch

Colourvista Touch is a modern app that assists in making painting decisions with a few simple steps.



### Colourvista Glimpse

An expert visualisation service that helps you pick the perfect colours for your home.  
To avail, WhatsApp 'glimpse' at 7045870458.



### Colourvista Sample Pot

The 250 ml sample pot gives a preview of the shade that can make your space picturesque.



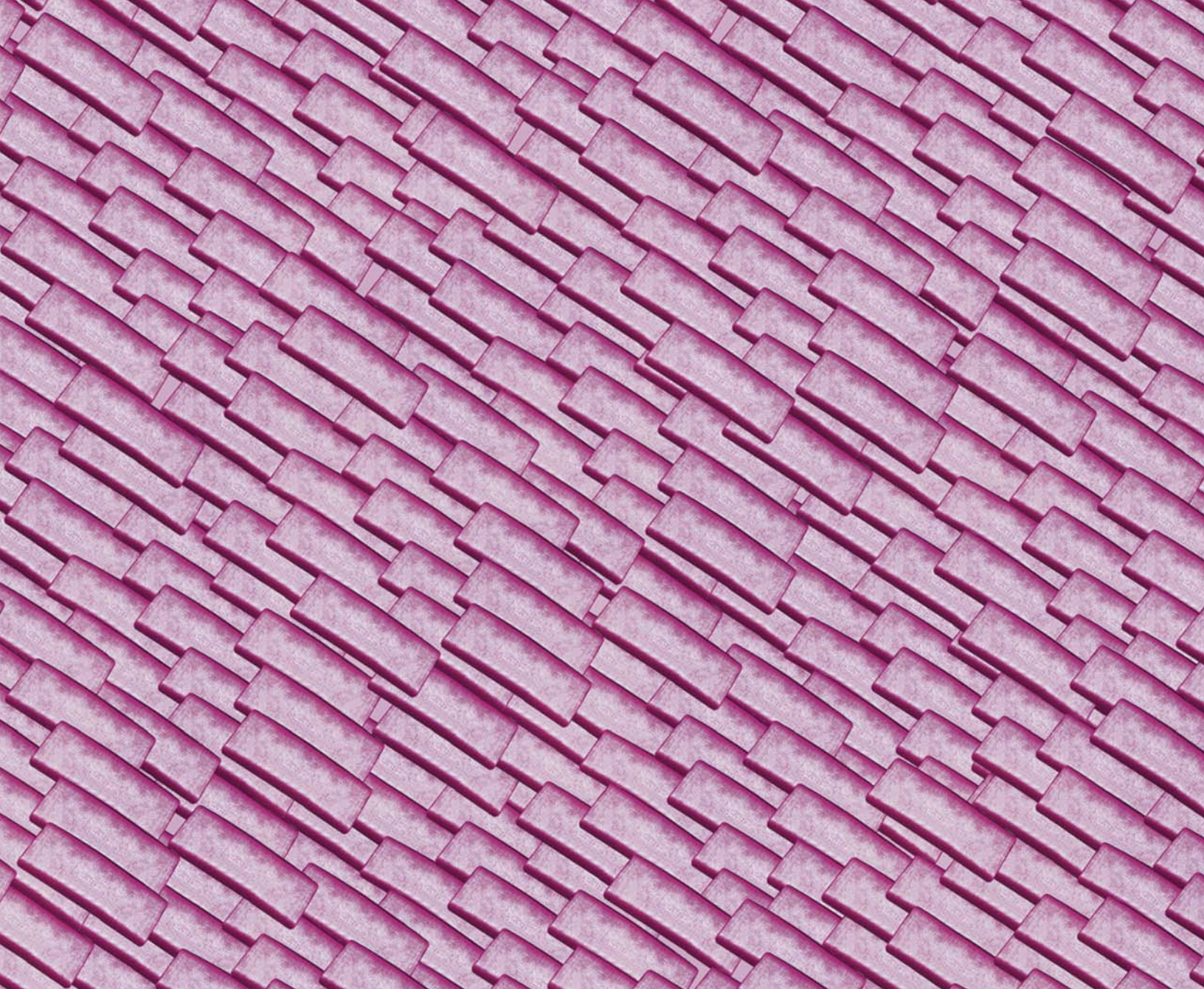


*“At JSW Paints, all our colours  
are priced the same.”*

Being thoughtful is beautiful. That is why, for the first time in India, we present ‘Any Colour One Price.’ Our entire range of 1808 shades is priced the same. This gives you the freedom to choose your favourite colours, without paying extra.







#### COLOUR TOOLS

#### SKU D130PVB011ZEA - Colourvista Viu Vogue Fashionable Walls

Manufactured by: Pragati Offset Pvt. Ltd., 17, Red Hills, Hyderabad, Telangana - 500004.

Marketed by: JSW Paints Pvt. Ltd.

Regd. Office: Jindal Mansion, 5A, Dr. G. Deshmukh Marg, Mumbai, Maharashtra - 400026.

**MRP** (Incl. of all taxes): ₹ 200 | **Manufacturing date:** 12/22 | **Net qty:** 1 N book

