

Future Collective India Launches “Noun” Store in Goa

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Future Collective India is redefining the concept of mindful retail with its newly unveiled store **Noun**, located in the serene village of Siolim in Goa. Rather than just another concept shop, Noun is framed as a “retail residency” that brings together craft, community and commerce.

Design That Resonates With Context

Spanning 753 square feet, the store’s interior is rooted in its natural surroundings — paddy fields, raw materials, and subtle industrial touches. Walls are constructed from bricks made of excavated soil and sawdust. Meanwhile metal chains and natural wood pieces by Lakkad add a rugged, tactile sensibility to the space.

Co-founders **Roma Narsinghani** and **Shreya Sharma** emphasize that Noun is not to be simply transactional. Instead, it is meant to be “context-driven,” encouraging visitors to slow down, feel, and reflect. A space where the relationship with craft is as much about experience.

“Muscle Memory”: The First Chapter

The store’s debut chapter is titled “**Muscle Memory**”, running until **15 December**. This phase spotlights craft-driven brands such as Helm, Lafaani, Kastoor, Lmnoh, Chola, Begum Sitara Baroodi, and Project Qaafi. Through their work, these designers explore the meaning of embodied knowledge — how rhythms, repetition, and tradition become deeply embedded in both maker and object.

Mission & Vision: Craft with Purpose

Future Collective India, co-founded by **Roma Narsinghani** (a jewellery designer) and **Shreya Sharma**, has long been elevating the discourse. Through initiatives like *Shelter* and *The Conscious Culture Fair*, the collective has worked to foster a design ecosystem that’s inclusive, sustainable, and rooted in craft.

By launching **Noun**, Future Collective India has crafted a space that’s not just about buying things. It’s about understanding them, feeling them, and connecting with the hands that made them.

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