

Sheetal Sachdev, a marketing expert, and Nitesh Thadani, the mastermind behind many successful start-ups, self-funded their vision for providing a carefully curated online community of designers and luxury brands late last year. Victoria Noakes spoke to the founders of *Treniq* to find out more ...

Curating the trendy and unique



Araignee table

Treniq is the manifestation of an appreciation for unique products shared by two people. From her 10-year reign in the marketing industry to her current position as the brains behind *Treniq*, Sheetal Sachdev is an authority on bespoke furniture, while Nitesh Thadani has co-founded a profitable venture in the past, worked as a VP in a leading UK bank and guided many start-ups in the UK and the US.

“Nitesh and I are forever on a hunt for exclusive creations for the home. We realised that some of the most amazing designs, inspirations and products for every home are hidden, difficult to find and sometimes miles away. We believed that there should be a simpler way to connect designers and brands with potential customers in today’s digital world, and as a result, *Treniq* was born,” explains Sheetal.

Nitesh adds: “We founded *Treniq* in late 2014 and have received a phenomenal response from designers and customers in such a short duration. It is based out of London and primarily focuses on bridging the gap between designers and customers. Being an invite-only community for designers and luxury brands, we facilitate the discovery of products that tell a story, not just from the UK but from around the world.”

Treniq is a social commerce platform for luxury furnishing products. It caters to interior designers, consumers and architects from around the world seeking luxurious, exclusive and striking products.

Treniq’s focus is to make it easier for its audience to find all the



Rough Water table

information about brands and designers, products inspiration and descriptions on one platform. By providing customers with a personal space, they are able to save products they like, share it with their friends or clients or even create a board.

“Well-made, handcrafted, unique furniture has become something of an endangered species – eclipsed no doubt by the mass produced, found by the dozen. While this might advertise convenience and easy availability, in the language of furniture, it is relatively monosyllabic compared to an exclusive, fascinating commissioned piece,” Sheetal says.

“We believe every home has a story and personality and so >>>