

WORLD OF **BUSINESS**

STIMULUS

LUXURY ISSUE VOL. II | MAY-JUNE 2017 | WORLD

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THE 'BIZ'Y STAR!

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FROM THE EDITOR'S DESK

In the Spotlight!

Overwhelmed!
Delighted!
Gratified! It won't be an effort to go on with adjectives like these if I am to describe my state of mind, which is indescribably overwhelmed with satisfaction on the response received on the previous issue of *World of Business* on luxury. A journalist in me feels proud when business meets the right medium to voice its viewpoint. And that's precisely what *World of Business* has attempted earnestly—to bring forth the face of luxury and premium sectors and address the fine distinction that lies between the two and marks as an aspirational status for the very many in the world. Witnessing trends evolving every minute, with this issue, we decided to

bring
to our
readers

the lowdown from the diversified world of business to help them look at concept luxury, as we may call it, as the way of life in years to come.

With this issue, *World of Business* precisely attempts to decipher luxury and premium in all their glory and give their takers a real dose of concept luxury that defines the 'modern' and the 'classic' and reaffirms the necessity of comfort in both. In the spotlight we have the heartthrob of the country, the very inspiring Alia Bhatt, who has been driving the entertainment and fashion industries hand in hand with her cinematic charisma and fashion sensibilities off-screen. In an

WORLD OF BUSINESS



exclusive interview to *World of Business*, she lays bare her personality as a diva, a fashion enthusiast and an empowered Indian woman who has graced the Hindi movie industry with aplomb and won hearts with her unceasing dedication towards acting.

Complementing her demeanour and balancing her penchant for the best of lifestyle, we bring to our readers the best-in-class and the most enviable collection from Bordelle. For the gaming connoisseurs, we have most-prized yet insanely priced accessories from the gaming world.

Discussing the new facets of the entertainment industry, Sanjeev Bijli, JMD, PVR Cinemas, in an exclusive interview with *World of Business*, unravels the luxury associated with the movie-watching experience and reveals how popular choices are being shaped towards experiential luxury, the next big thing in entertainment. Implicative of experiential luxury is our story on the luxury movie theatres of the world and how they are cashing in on the movie-watching experience through concept luxury. Adding a tad of sweet smack to the taste buds of the Emiratis are premium chocolates from the land of desert,

the UAE, covered in our feature story that reveals how innovation in the industry is moulding success in its favour. The editorial take on how Burberry is changing the fashion retail and why Maldives is garnering raving reviews as the ultimate travel paradise by tourists will leave the readers contemplating the scenarios from a new perspective. These and a lot more from the business world aim to serve the right morsels of info-meat to those who like to devour business reads. On this note, I wish all my readers a happy read and look forward to their support in taking *World of Business* to new heights!

Best,

A handwritten signature in black ink that reads "Sanjana Mohan". The signature is fluid and cursive, with a long horizontal line extending from the end.

SANJANA MOHAN
Editor-in-Chief
World of Business

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LUXURY ISSUE VOL. II ALIA - THE 'BIZ'Y STAR!

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World of Business (print and online) is an international business magazine owned and run by Stimulus Research Services. In the world where brevity and variety rule the publishing sector, *World of Business* impeccably caters to both. The magazine provides its readers with a niche and a knowledge-based outlook towards different sectors of the international business world. The people behind *World of Business* believe that serving a publication of international repute demands extensive research and analysis. Drawing a cue from the same, the content in the magazine is designed in such a way that the readers find it unquestionably comprehensible and interesting. Since the magazine puts its readers on a pedestal, it is always open to their valuable feedback to constantly improve its content.

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Shah Rukh Khan, Bollywood superstar and Kolkata Knight Riders' co-owner on M S Dhoni not being up for auction at the IPL in 2017

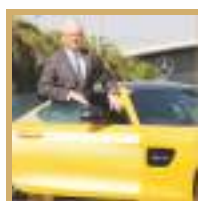
Yaar main toh usko apna Pyjama bech ke bhi kharid lun, wo aaye toh auction mein (I'm ready to sell my pyjama for buying M S Dhoni but that can happen only when he is available for auction, right?)

BIZ TALK



Lexus International President Yoshihiro Sawa on the launch of three luxury cars by Lexus in India

Toyota manufactures Camry hybrid already in India, and many of these customers are looking to upgrade. Therefore, it is the right time for Lexus to enter the Indian market so that our customers don't go to other brands.



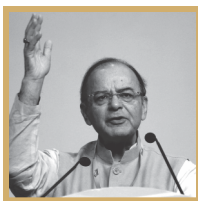
Mercedes-Benz CEO Roland Folger on the Supreme Court's ban on BS-III vehicles

It encourages us to think ahead towards the future that with the same kind of forward planning, BS-VI will happen and our vehicles will be in place ahead of time.

President of the Peterson Institute for International Economics, Adam Posen, on excessive fiscal stimulus by US President Donald Trump

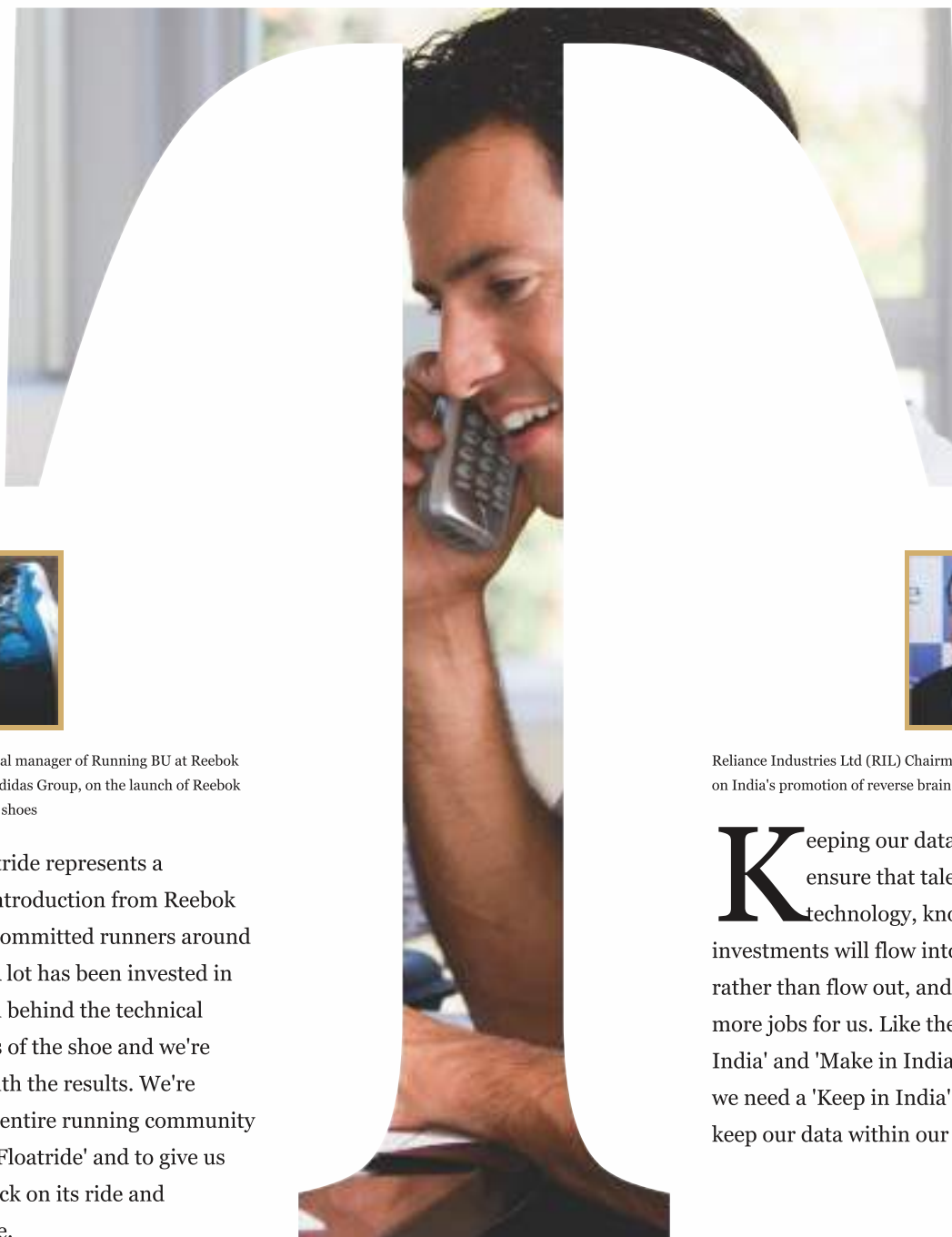


The work force is only growing at 0.5% and productivity is at 1%, so it can't reach 3-4% growth targets. If unemployment is, unfortunately, about as low as it's going to go, you can't pick this up.



Indian Finance Minister Arun Jaitley on NDB's assistance to step up funding for the country's infrastructure space

The uniqueness of NDB should lie in faster loan appraisal, a lean organisational structure resulting in lower cost of loans, a variety of financing instruments, including local currency financing, adoption of country system and flexibility in responding to the needs of clients. These would make NDB truly a new institution, and distinct from older multilateral development banks (MDBs).



Scott Daley, general manager of Running BU at Reebok International of Adidas Group, on the launch of Reebok Floatride running shoes

Floatride represents a reintroduction from Reebok to committed runners around the world. A lot has been invested in the research behind the technical components of the shoe and we're delighted with the results. We're inviting the entire running community to 'Feel the Floatride' and to give us their feedback on its ride and performance.



Reliance Industries Ltd (RIL) Chairman Mukesh Ambani on India's promotion of reverse brain drain

Keeping our data onshore will ensure that talent, technology, know-how and investments will flow into the country rather than flow out, and will create more jobs for us. Like the 'Digital India' and 'Make in India' campaigns, we need a 'Keep in India' initiative to keep our data within our shores.



Expected to draw a price of USD 350,000, a decade-old Ferrari F430 F1 Coupe belonging to the US President Donald Trump could only fetch USD 240,000, USD 10,000 below the low estimate, in an auction. As reported, the car was difficult to sell, as no one wanted to possess something that had been owned and used by Donald Trump.

IN THE NEWS

German fashion brand Karl Lagerfeld and Austrian crystal maker Swarovski have teamed up to create an all-new collection of trinkets. Divided in three categories—Ikonic, Klassic Karl and Essentials—the collection would be up for sale at Swarovski Crystal World locations and Karl Lagerfeld offline and online stores.



A private equity firm, Warburg Pincus, has announced investment of INR 500 crore in India-based Kalyan Jewellers in 2017 after one of its affiliates invested INR 1,200 crore in the same jeweller in 2014. The total investment will stand at INR 1,700 crore, which will be the highest investment ever made in the jewellery sector of the country.



Japanese car major Toyota brought its Lexus brand in India by launching three models priced up to INR 1.09 crore. The three luxury models launched by Toyota are the Lexus RX Hybrid (at INR 1.07 crore ex-showroom), RX F Sport hybrid (at INR 1.09 crore ex-showroom) and ES 300h hybrid sedan (at INR 55.27 lakh ex-showroom).

In a fight of company valuation between two American automobile giants, Tesla and Ford Motor, the former beat the latter by USD 3.1 billion. Tesla was valued at USD 48.2 billion, while Ford was valued at USD 45.1 billion.



In April 2017, Lamborghini, the Italian luxury sports car manufacturer, launched its new Huracan Performante in India for INR 3.97 crore. Inspired by the Huracan Super Trofeo, the Performante features sporty cosmetic enhancements and several racing specifications, which combined, make it the most powerful V10 till date.



To ease cash transactions in the market, the Reserve Bank of India has cleared a proposal of introducing the new denomination of INR 200 in the economy. However, the notes will only be printed after Central Government's approval on the same.



Reebok launched its most technically advanced running shoes, Floatride Run, at INR 17,999. Featuring the Ultraknit upper and Floatride Foam technology, this pair of advanced shoes promises to be 50% lighter than other running shoes.

Norwegian data-preservation firm Piql opened the disaster-proof emergency vault, Arctic World Archive, in Svalbard, which is 1,000 kilometres from the North Pole. This vault can store digital data on a photosensitive, multi-layered analogue film for 500–1,000 years.



The world's largest jeweller, Chow Tai Fook, went ahead to set a world record by purchasing a 59.6K pink diamond, Pink Star, at a record USD 71.2 billion in an auction held by Sotheby's in Hong Kong in April 2017. The diamond was previously bought by a New York-based diamond cutter, Isaac Wolf, in 2013 at CHF 76.3 million.

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She's the face that stares at you from roadside hoardings, TV commercials and magazine covers! "Yours truly" has Alia Bhatt as its cover face, but only because this box office wonder has taken the entertainment industry by storm! Nine out of her twenty movies have grossed more than INR 600 crore at the box office! She's the most sought-after name today, be it a film awards ceremony or a fashion runway show! We call it the building of the brand "Alia." Alia Bhatt calls it "sheer hard work!"

I feel the oldest at 24! Over the past few years, I have done so much, and after meeting so many people and learning from my experiences, I feel much more mature than I have ever felt before

- BY VIBHA SHARMA

As one of the most bankable stars in Bollywood today, Alia is in a happy and satisfied state of mind. We won't call her bubbly, because at 24, she calls herself the "oldest she has ever been!" But her quintessential happy-go-lucky attitude and effervescent personality are hard to miss. As brand 'Alia' slowly grows on us with its omnipresence across all communication mediums, we decode Alia's game plan for reaching the top. In an exclusive interview, Alia Bhatt lets us in her happy space and tells us why there's a lot more to come and be happy and proud of!

DECODING BRAND 'ALIA'

So what's the game plan? I start off by asking a simple question to a nonchalant Alia Bhatt, quite unaffected by the buzz around her.

"No, no! C'mon, there is no game plan!" Alia laughs off. "Of course, I concentrate on my work; I take it very seriously. But there is no game plan that I work by. I follow my instinct and I am very happy for all that I have achieved. And yes, I am very driven. My work is my haven, my inspiration.

I drive myself every day to do well.

I do everything with conviction and do not get very worried about it. So no, I haven't taken the adage of brand 'Alia' very seriously. I am very happy for all that I have achieved, but I would like to do a lot more."

So even though we try and tell her she's only 24 for so much of a mature talk and success coming her way, she has a quick defensive repartee, "You know, I feel the oldest at 24! Over the past few years, I have done so much, and after meeting so many people and learning from my experiences, I feel much more mature than I have ever felt before. I mean, I am so inspired by all that is happening around me. There are so many new concepts, so many new films, so much good work that is happening and I feel so happy to be in this space."

And of course, happiness comes with accomplishments. So, at present, as one of the most commercially viable stars in Bollywood, her personal net worth stands at more than USD 2 million. She is also one of the highest-paid actresses in the industry, getting close to INR 2 crore per movie. She has a number of endorsements in her kitty, which multiply with each success she attains. Her power-packed performances, even in two-minute ad spaces, are raiding popularity charts. No wonder she charges close to INR 1 crore for an endorsement! Adding to her popularity, Alia has an army of 10.7 million followers on Twitter and about 15 million followers on Instagram—patrons of her good looks and power-packed on-screen performances.

Right after her Bollywood debut with *Student of the Year*, she followed it up with a powerful performance in *Highway*, impressing both fans and critics alike. With back-to-back impressive performances, she

ALIA HAS AN ARMY OF 10.7 MILLION FOLLOWERS ON TWITTER AND ABOUT 15 MILLION FOLLOWERS ON INSTAGRAM

proved she was no splash in the pan. Her earnest performances with typical Bollywood-heroine criteria—good looks and dance skills—have made her a darling at film award shows too. "Yes, a lot of people say to me that most actors have this graph—like, you do well, you achieve success and then you burn out. I have been hearing that a lot lately, but I would like to take that with a pinch of salt, as I take a day at a time. I try and put in a lot of conviction in the work I do. And I do not take these tags very seriously."

I WOULD NEVER USE THE WORD 'COMPETITION' BECAUSE I THINK IT IS A SHALLOW THING TO SAY. IF YOU WOULD HAVE ASKED ME THIS QUESTION TWO YEARS BACK, I WOULD HAVE RATTLED OFF A LIST TO YOU, AS TO WHO MY COMPETITORS IN THE INDUSTRY ARE. BUT NOW, I WOULD LIKE TO SAY, THEY ARE MY CONTEMPORARIES

So in the industry, where a few are dismissed as one-film wonders and a few last for 25 years, Alia surely is on the top of her game. Having made her debut only five years ago, with Karan Johar's *Student of the Year*, her latest, *Badrinath ki Dulhania*, again under the Dharma Productions banner, has crossed the 100-crore mark at the box office. Alia's portrayal as a focused, career-oriented girl in the film has won her much appreciation and her mature sensitive acting has put her far ahead of other actors in her league. Even though new films and roles are the order of the day, Alia gets uncomfortable with the use of the word 'competition.' "I think that's a very shallow word to use. I would never use the word 'competition' because I think it is a shallow thing to say. If you would have asked me this question two years back, I would have rattled off a list to you, as to who my competitors in the industry are. But now, I would like to say, they are my contemporaries. Everyone inspires me; they give me inspiration to do well. Everybody is doing stuff that I can learn from. I look at everyone around me and say, 'Wow!' Everyone is doing such good

I LOVE THE WAY KATRINA HAS EVOLVED OVER THE YEARS

work.” Not only that, she even listed those who’ve inspired her to do well. “I love the way Katrina has evolved over the years. She has worked so hard on herself. I mean from the time she started, if you see her songs, you’ll see how she has groomed herself as a fabulous dancer. I mean she had started from point A and look at the place she has reached today. Her journey has been phenomenal! Then there is Sonam. I look up to Sonam for the kind of person she is—her candour, the way she speaks her mind. I mean I can never do that. I am very guarded as to what I’m saying and where I am saying it. Then there is Deepika. I mean she is perfect in everything—the way she looks, the way she dances and the way she acts, and she is just so kind. So yes, there are a lot of people who inspire me.”

I LOOK UP TO SONAM FOR THE KIND OF PERSON SHE IS—HER CANDOUR, THE WAY SHE SPEAKS HER MIND

THEN THERE IS DEEPIKA. I MEAN SHE IS PERFECT IN EVERYTHING—THE WAY SHE LOOKS, THE WAY SHE DANCES AND THE WAY SHE ACTS, AND SHE IS JUST SO KIND

For the moment, Alia is prepping for her upcoming movie, *Dragon*, with Ayan Mukherjee and Ranbir Kapoor. She is also in contention for Anand Rai's next with Shah Rukh Khan and Katrina, a casting coup of sorts! Alia maintains a diplomatic 'no comments' stance on this one, but she definitely is interested in Bhatt camp's third version of *Aashiqui*. "Yes, *Aashiqui 3* is definitely something Siddharth and I are interested in. But it's too early to talk about, as the script is being worked upon."

YES, AASHIQUI 3 IS DEFINITELY SOMETHING SIDDHARTH AND I ARE INTERESTED IN. BUT IT'S TOO EARLY TO TALK ABOUT, AS THE SCRIPT IS BEING WORKED UPON

ALIA, THE FILM STAR

As a film star, it's not just the perks of being popular, but the brickbats too that come by the dozen. Being candid, speaking your mind and expressing yourself freely on social media is not something that you can enjoy as a 24-year-old. And Alia also evokes a certain kind of opinion from people. After a blooper on Karan Johar's chat show *Koffee with Karan*, she became the topic of many a meme, joke and troll on social media. But Alia turned the attention on its head—she teamed up with AIB, made a video and had a laugh at her own IQ! Now, that's what we call spunk and the maturity to take a joke!

Alia's learnt her lesson the hard way. In a society where Sonu Nigam is still fighting off brickbats for expressing an opinion and Kangna is fighting 'nepotism' battles to date, Alia sees 'no point' in taking the social expression route. "I think there is no point in it. I mean, why should I express myself on social media if I know there is no point to what I am saying? Yes, I am all up for taking a stand. Yes, I will take a stand if an animal is being hurt or if a woman is being molested, but why will I talk about something on social media that does not have anything to do with me making a point."

Of course, she sounds very different from her dial-a-quote father, the legendary Mahesh Bhatt, the darling of journalists who has an opinion ready on any topic under the sun. I point that out to her and she dismisses it with a laugh. "Yeah! I'm a bit different." We then chat about the unending praise her father has been showering on her lately, calling her his "real-life masterpiece." And Alia is happy to revel in the attention. "Yes, I can see that he is proud of me and I am so thankful that I have been able to make him proud. My father and I have grown close over the past few years. You know, even as a kid, he would talk to me like you would speak to an adult. He never used to child-talk to me. But yes, seeing him, I'm more driven, more inspired. He has done so much work, the movies and the music. Even now, he seems so excited about the kind of films that he's working on. I wish to have that kind of passion. I mean, even at his age, he is more technologically savvy than I am. That's fantastic. Of course, I would like to make my parents proud, but there is always not one moment when your parents would say, 'Yes, today, you have done your all and we are proud of you.' There is still so much more to achieve and show to them."

But her things-to-do list does not feature charting a different course as a producer, or a director, much like her contemporaries. "No way (laughs off)! I mean it is too much hard work! Not that I am lazy, but there is just so much hard work. I like my time off. I would rather come back home, watch TV, relax with my family, take my

time off and play with my cat. For a director, there is so much to do; there is so much that goes into the making of a film. Direction is something I am never going to take up."

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Photographer: Rohan Shrestha

THE GIRL WITH NO REGRETS

As a young girl, she impresses you with her take on life, the live-in-the-present attitude coming from the work that's done and accomplished with a lot of passion and sincerity. "You know I don't sweat it out one bit!" she gives a confident reply when asked whether she feels she could've done a particular role in a different way. "I don't like living in the past at all, where I say yeah, I could've done this better. I move on. Once my film is done, it's done! I learn from it. Whatever learning happens, it goes into my system and then I imbibe from it."

NO, I DON'T CHOOSE PEOPLE I WANT TO WORK WITH. I CHOOSE SCRIPTS AND I CHOOSE CHARACTERS. FOR ME, IT'S THE SCRIPT FIRST AND THEN THE CHARACTER

EVEN THE ONE FILM OF MINE THAT DID NOT DO WELL, SHAANDAAR, I'M PROUD OF THAT. EVERY EXPERIENCE HAS TAUGHT ME SOMETHING. IT'S NOT LIKE ONLY MY MOST SUCCESSFUL WORK IS MY MOST FAVOURITE WORK. THAT'S NOT TRUE!

Most actors, when asked about a movie they would rather have not done, usually have a list ready. But Alia is proud of her films—most of which have been blockbusters, barring one. "I'm proud of all my films. I know it's a cliché, but it's true! Even the one film of mine that did not do well, *Shaandaar*, I'm proud of that. Every experience has taught me something. It's not like only my most successful work is my most favourite work. That's not true! I'm sure there's a lot more to come and be happy and proud of. I will never be able to choose between my films—that's how special my films are to me."

And Alia has chosen pretty well! As the next big star in the reckoning, Ranbir Kapoor had once famously announced on stage that Alia was the female Amitabh Bachchan of this generation. However, if her success rate is anything to go by, 'Alia Bhatt' may soon become an adjective for the young generation of newcomers.



“
**I'M SURE
THERE'S A LOT
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AND PROUD OF**
”

THE 'REAL' ALIA

So we know her for the film star she is. But Alia, too, is just another girl, who goes to work and then likes to take time off and get into her comfort zone. So after some heavy talk about films and camps and revenues, we ask her a bit about the 'real person' behind the film star. Some excerpts:

SO WHAT DOES ALIA BHATT DO IN HER FREE TIME? HOW DO YOU TAKE TIME OFF, UNWIND AND RELAX?

You know the first thing I do is keep quiet (laughs loudly!). Because there is so much of talking you do otherwise. I like to get into my zone. I keep quiet, spend time with my family and friends, get into my comfort zone when I come back home, and play with my cat.

WHEN YOU HEAD BACK HOME AFTER PACK-UP, DO YOU TALK FILMS? IS THERE A CONSCIOUS EFFORT TO STAY AWAY FROM TALKING WORK WITH YOUR FRIENDS? ARE ALL YOUR FRIENDS FROM THE INDUSTRY?

Yes, I do have a lot of friends from the industry, so we end up talking films most of the time. But we do other stuff as well, which you do with friends. I have a lot of friends from outside the industry as well and we do our usual things. We like to have some fun and engage in typical girly conversations.

SO HOW DO YOU MANAGE YOUR TIME?

There is actually no time management. My first priority always remains work. And whatever time I have other than my work, I keep that for my friends and family.



WHAT DO YOU DO TO UNWIND AND HAVE A GOOD TIME? DO YOU GO OUT FOR PARTIES?

Parties are not really an unwinding process for me. Like if there is a party I am invited at, if I am not working, I will go, but if I am working, I won't go. I don't like going out if I am working the next day. I am not much of a social person. I like to hang out with a close set of friends. I don't like going to public places. I will go to somebody's house, but I don't like going to a club or a bar. That's not really my thing.

FOR FILM STARS AND THEIR LIKES, MATERIAL LUXURY IS NOT SOMETHING NEW. SO WHAT DOES LUXURY MEAN TO YOU?

When I think of luxury, goods don't really come to my mind. I believe in doing things at my own pace. Being the master of your own time, your own life is what I think luxury is. Being able to take an off for a holiday, being able to do what I feel is what I think luxury is.

DO YOU TAKE YOUR ROLE AS A TREND-SETTER VERY SERIOUSLY? ARE YOU CONSCIOUS THAT WHATEVER YOU WEAR AND STEP OUT WILL BE THE FASHION TREND THE NEXT DAY?

I don't dress for other people. I dress for myself, so it's not like I'm doing something the way it should be done. Sometimes I feel like, today, I'm going to look dainty and cool, today I want to be casual. So it really depends on my mood, not that I'm doing it for anybody else; I do it for myself.

WHAT IS YOUR MOST LUXURIOUS POSSESSION?

It most definitely has to be my house. I am not so much into brands. I mix it up with high street fashion. But I spend my money on bags and shoes, and for some reason, I'm obsessed with winter coats, even though I live in Mumbai, where there is no scope for them (laughs out loud!).



Alia's relaxing zone - The chai bar in her new house

LUXURIOUS MALDIVES

standing tall knee-deep

- BY DEBASISH CHAKRABORTY

WAT

THE MALDIVES IS PREDICTED TO GO UNDERWATER IN THE NEXT 30–40 YEARS, WITH THE SEA LEVEL RISING EVERY YEAR

For many a people, their childhood had been riddled with the tales of Atlantis, a fictional island considered to be in an everlasting slumber underwater, with later years witnessing the Mayan calendar and more popular Nostradamus' predictions of the world's doom in 2012 taking over their psyche. The former, being a work of fiction, was easy to dismantle as a notion, and the latter could be luckily avoided. But a scientifically reckoned doomsday remains pending in the name of climate change, facilitated by global warming. According to some renowned environmental researchers, the continual melting of glaciers has been unceasingly increasing the sea level. This has further sunk many islands and those a few inches above have been gulped down by tsunamis. A recent report by the UN Intergovernmental Panel on Climate Change (IPCC) predicted the water level rise of the Indian Ocean by up to 82 centimetres by 2100.

Considering this, the Maldives, one of the most serene and pristine landscapes on Mother Earth, located at the centre of the Indian Ocean, just two metres above the sea level, will soon be giving a run for the Atlantis fame. And probably, this is the reason, if not primary, why this island nation is topping everyone's holiday destination list. In a short interview with *World of Business*, Karl Mitchell Webster, cluster director, PR & Communications, Anantara

years certainly makes visitors cherish the time they spent here even more. We still see a growing number of returning guests who remain loyal to the islands simply because there is nowhere else on Earth quite like the Maldives!"

However, this growing popularity of the Maldives among globetrotters cannot be linked just to the prediction of this island nation going down underwater soon. The growing popularity of this archipelagic

DECIPHERING THE LUXURY QUOTIENT

With transformation from sundials to high-end timepieces, the world has not only upgraded itself technologically but also entered an era of luxury. And in this age of luxury, a sophisticated plush holiday experience is what global tourists look out for as a return on their investment. The Maldives stresses luxury experience through its combination of picturesque appeal of emerald green Indian Ocean and lush greenery, exotic indulgence in resorts

Kihavah Villas, the Maldives, said, "The Maldives will forever remain a favourite holiday destination that has to be experienced at least once in a lifetime. Knowing that the islands may be underwater in the next 30-40

nation can primarily be attributed to the natural extravaganza it exhibits and the luxury holiday experience it offers to its visitors.

(water bungalow suites), cosmopolitan nightlife, rejuvenation activities and engaging water sports. The place makes for an apt luxury destination for families, honeymooners and even corporates.

Pic Courtesy: Baros Maldives

An aerial photograph of a tropical island, likely in the Maldives. The island is covered in dense green vegetation, including numerous palm trees. A resort with several buildings featuring thatched roofs is visible, nestled among the trees. A long, straight pier or walkway extends from the island into the clear, turquoise water. The water's color transitions from a light blue near the shore to a deeper blue further out. The overall scene is peaceful and idyllic.

**PRISTINE TURQUOISE
WATER, TEEMING MARINE
LIFE, SPECTACULAR
BEACHES AND CORAL
REEFS, FRIENDLY
WEATHER AND PEACEFUL
AMBIENCE MAKE THE
MALDIVES A PERFECT
HOLIDAY GETAWAY**

Pic Courtesy: Baros Maldives

In an interview with World of Business, Daniel Draxl, marketing manager, Baros Maldives, said, “The year-round temperatures, exquisite white sandy beaches and crystal clear sea, with excellent diving opportunities and, of course, the array of world-class luxury hotels on offer have a huge role to play in upping the Maldives' popularity among masses.” Karl from Anantara, on the other hand, believes “the world-class service in the Maldives, which is second to none” to be another factor to add an extra star to the Maldives' experiential luxury.

It's a common belief that right from the moment one books the holiday package for the Maldives till the time one boards the return flight, one is spoilt for choices for the luxury extravaganza offered by this archipelagic nation. The Maldives, which comprises around 1,000 scattered islands, has each of its inhabited islands dedicated to a particular resort and its management. Tourists landing at the Malé Airport are escorted to their island resorts either on a luxurious speedboat or through a picturesque ride on a seaplane. Such a welcome not only triggers the sense of adventure in the visitors but also overwhelms them with luxurious hospitality. Moreover,

the story of their experiential luxury in the archipelagic nation only starts once they are escorted to their resorts or water villas.

Each villa or resort in the Maldives has been built with the sole purpose of offering luxury at its best to the guests. Popping up in the midst of transparent turquoise water, with a clear sight of the shallow sand-clad ocean floor, these accommodations come equipped with a private veranda or a sun deck, a sun lounge and a teak dining table. Some of over-the-water suites are equipped with personal infinity pools, open balconies with a 180-degree view of the ocean and plush wooden steps descending down from the bungalow to the ocean floor, thus offering the patrons the most luxurious experience of their lives. To notch up their experience, all resorts, villas and over-the-water bungalows provide 24-hour room service. As per a research conducted by Stimulus Research Services, Taj Exotica Resort and Spa, Vivanta by Taj, Cinnamon Dhonveli and W Maldives are some of the resorts that top the list of the favourites offering experiential luxury at its best, while resorts like Anantara Kihavah Villas, Baros Maldives and Four Seasons are mainly chosen by the globetrotters for their sheer luxury appeal and snob value.

THE MALDIVES CARRIES A PORTFOLIO OF DISTINCT ADVENTURE ACTIVITIES LIKE KITE SAILING, DEEP WATER FISHING OR NIGHT FISHING, PRIVATE SEAPLANE EXCURSION AND LUXURY YACHTING

Besides the sheer display of luxury hospitality through world-class accommodations, the Maldives promises to sweep its guests off their feet with other facets of extravaganza. Karl revealed that in order to make the holiday experience more luxurious, Anantara, one of the premium resorts in the Maldives offers “nine dining outlets that cater to all taste buds, 'Movie Under The Stars'—an outdoor cinema concept, private sunset cruises on the traditional Maldivian *dhoni*, island excursions on the luxury yacht *Nirvana* and exclusive access to Gulhi Fushi, a private snorkelling island.” Daniel, on the other hand, stated, “Baros offers diver valet services, 'Diving by Design' programmes, sailing experiences on a

modern luxury yacht or on a traditional Maldivian *dhoni*—Nooma, and luxury destination dining for guests on a piano deck floating on the ocean to rain luxury on the guests.”

To further explain the luxurious experience offered to the visitors, Daniel added, “Baros is also home to a highly acclaimed restaurant, The Lighthouse, which serves outstanding French-inspired dishes paired with excellent wines recommended by the sommelier from the restaurant's glass-walled, walk-in cellar. Set on an over-the-water pavilion, with a white pinnacle roof, it serves exceptional cuisines to its guests while they view the resident rays and other fishes swimming

below.” That sounds not only bliss but is also extraordinarily tempting, especially to tourists from places devoid of such exotic natural beauty. Besides all these, the availability of various water sports like kayaking, kite surfing, snorkelling, submarine rides, scuba diving and big-game fishing takes the adventure experience of the guests way beyond their expectations.





If these examples of luxury fail to tempt global tourists to visit the island nation at least once in their lifetime, it has, in store, ultimate spa and wellness services as a surprise package. High-end luxury spas and wellness treatment centres, located underwater or set in the heart of resorts, hidden within lush foliage, serve as perfect hotspots for tourists. Natural therapy and treatments made of botanical ingredients sourced straight from the earth and sea not only make for a wonderful body treatment for the visitors but also take their luxury experience to the next level. Karl from Anantara also revealed that a few of the resorts like his own “offer a wonderful collection of Ayurveda-inspired luxury skin care products and treatments to the guests to help them find their individual sense of beauty and well-being.”

**THE MALDIVES BOASTS OF
THE WORLD'S FIRST
UNDERWATER
RESTAURANT,
UNDERWATER NIGHTCLUB
AND UNDERWATER SPA**



Pic Courtesy: Baros Maldives

THE MALDIVES COSTS BETWEEN INR 30,000 AND INR 5,00,000 PER PERSON FOR A STAY OF 3–6 NIGHTS

REVELLING IN LUXURY

All attractions combined, the Maldives truly has transformed itself into a tourism spectacle from a nation that was once considered a halting destination for tourists travelling from one part of the Indian Ocean to another, by air or on water. Today, besides specifically planning a getaway to the island nation, many travelling from one corner of the Indian Ocean to the other corner make sure they halt for 3–4 days to soak in the plushness of Mother Nature and revel in the luxury offered here. Rajeev from Thomas Cook says, “Keeping in mind that the Maldives offers travellers a distinct flavour of quirky, fun and engaging experience

with an essence of romance, tourists usually stay for around 3–6 nights.” Considering luxury experiences the Maldives offers to its visitors, tourists find it irresistibly comfortable to shell out somewhere between INR 30,000 and INR 5 lac per person for a stay of approximately 3–6 nights. To those who are unaware of the beauty of this archipelagic nation, the price may seem above the torso, but to people who have experienced the luxuriousness of this island, the cost is waist-high. Probably, that's the reason the Maldives has hardly witnessed a considerable fall in the tourist inflow over the years.

NUMBERS SAY IT ALL

Whether it's an urge to visit the island before its 'fall' or a desire to live in the serenity of Mother Nature and revel in the luxury of this archipelagic nation, it's been observed that the tourist inflow to the Maldives is increasing with time. Seconding it, Karl said, "In December 2015, tourist arrivals in the Maldives jumped 15% from December 2014, one of the biggest leaps in the tourism industry of the country.

than the last year's tourist arrivals over the same period of time. If compared with the data of January 2015, which saw around 97,073 tourists, 2017's data has been tremendous and is leaving a positive impression in the Maldives' tourism economy. It is also seen that Europe and Asia Pacific are predominately the biggest contributors of tourists in the Maldives. In 2015, Europe contributed 54.1% of the total number of tourists, while Asia Pacific contributed around 37.4%, but in January 2017, Europe displayed a hint of slight decline by contributing 51.1% of the total number of visitors, while Asia Pacific showed an increase by contributing 40.7% of the total share.

Almost 1.3 million people from all over the world visited the country."

As per the statistics rolled out by the Ministry of Tourism of the Republic of Maldives, in January 2017, approx. 1,25,336 tourists flocked to the Maldives, around 16,940 more

Pic Courtesy: Baros Maldives

IN JANUARY 2017, THE MALDIVES WITNESSED 16,940 MORE TOURIST ARRIVALS THAN THOSE WITNESSED IN JANUARY 2016

Talking about India's contribution to the Maldives' tourism, Karan Anand, head, Relationships, Cox & Kings, in an exclusive interview to *World of Business* said, "In the first quarter of 2016, 14,171 tourists visited the Maldives from India. From January to December 2015, 52,368 Indians visited the Maldives, which is an increase of 14.9% compared to the year 2014." As per the latest statistics by the Ministry of Tourism of the Republic of Maldives, India alone contributed 6,043 tourists in January 2017.

Explaining this increasing popularity of the Maldives among Indians, Rajeev Kale, president and

country head, Leisure Travel, MICE, Thomas Cook India Limited, said, "Being a visa-on-arrival destination, the Maldives offers a no-fuss short planning window of great value to India's last-minute bookers. Given that Indians are now increasingly looking for authentic local flavours, the Maldives offers a viable combination of Indian food and delectable Maldivian cuisine." He further said, "Indians are among the world's top workaholics, and the Maldives offers a neat opportunity for relaxation, rejuvenation and de-stressing; hence, it's gaining popularity in India's young millennials and corporate India."

**BEING A VISA-ON-ARRIVAL DESTINATION,
THE MALDIVES OFFERS A NO-FUSS SHORT
PLANNING WINDOW OF GREAT VALUE
TO INDIA'S LAST-MINUTE BOOKERS**

Pic Courtesy: Baros Maldives



Pic Courtesy: Baros Maldives

FUTURE THAT'S AS BRIGHT AS THE MORNING SUN

To take the luxurious holiday experience to the next level and triple the tourist inflow, a lot of development is scheduled in the Maldives. The Internet recently went gaga over the news that revealed a futuristic plan by the Dream Hotel Group. The popular brand in New York has signed two resorts in the Maldives with the local entrepreneur Mohamed Manik and Alpha Karim Holdings. The Chatwal Maaga Maldives and the Dream Gasveli Maldives, the two resorts, are scheduled to open in 2019 and 2020, respectively. Comprising around 80 ultra-luxurious villas, around 6 pristine private beach villas and 2 presidential villas, coupled with 3 top-class culinary experiences, the Chatwal Maaga Maldives will be located in the quaint North Ari Atoll.



The Dream Gasveli Maldives, comprising 500 world-class villas, 8 dining and nightlife sites, including the Dream Beach Club and a 20,000-square-foot wellness spa, will be built across three islands under Meemu Atoll. To enhance the luxurious experience of the tourists, the Dream Gasveli Maldives will feature around a dozen duty-free designer brand outlets for shopping. The well-drafted plan truly bears the power to enhance the luxury holiday experience of the tourists manifold.

This displays the Maldives' preparation not only towards enhancing the luxury holiday experience for globetrotters but also towards handling the ever-increasing tourist inflow. Further, it also paints a wonderful picture of opportunity for the hospitality industry in the open canvas of investment. Like the Dream Hotel Group, many world-class hotel brands can try their hands at investing in this archipelagic wonder before it adopts the status of Atlantis.

Considering the elements of luxury the island nation has in store for its guests, there's no denying that it truly deserves the status of the most-coveted holiday spot. The growth in tourist arrivals and many developments to be executed in the island nation also put the Maldives in equal race with more popular beach destinations like the Bahamas, the Caribbean and the British Virgin

Islands. Reckoning the premium accommodation options coupled with the essence of luxury realised through various hospitality services offered here, the Maldives, undoubtedly, stands as the winner.

Pic Courtesy: Baros Maldives

A GLIMPSE INTO THE MOST LIBERAL AND LUXURIOUS PRISON IN THE WORLD

- BY GYANENDRA RASHALI

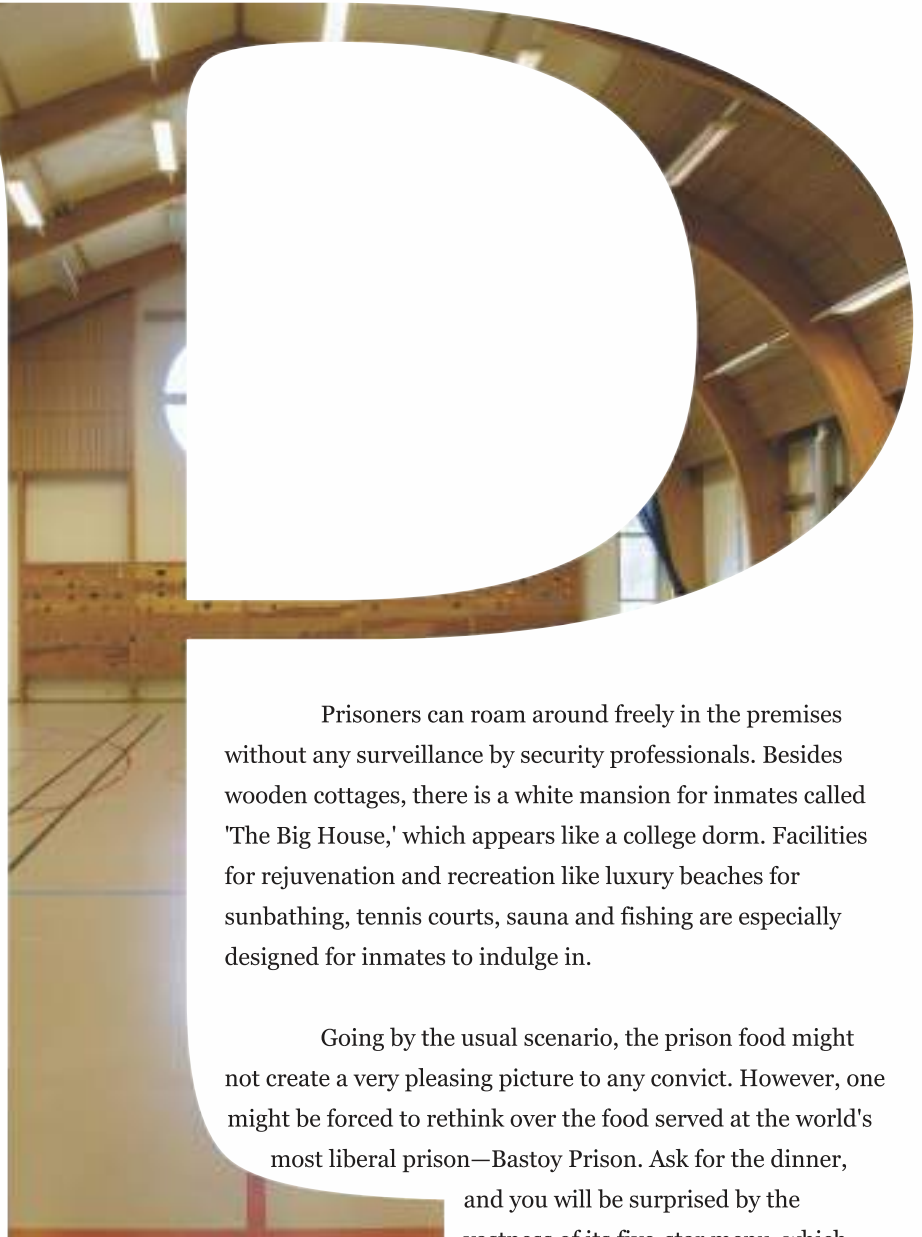
While shooting a sequence of his documentary film *Sicko* in a Norwegian prison, the Academy Award-winning filmmaker Michael Moore got into a fix probably for the first time in his career. The man behind *Fahrenheit 9/11* and some of the world's highest-grossing documentaries decided not to include the scene in the final cut, thinking nobody would ever believe the place really existed.

Bastoy Prison, located on the Bastoy Island in Oslo Fiord, a mile off the coast of Norway, is known to be home to some of the most dreadful murderers, condemnable rapists and sinister drug peddlers. But unlike bloodcurdling, unkind and dark prisons we have seen or known about, this little 'unbelievable' world, tucked away in the heart of an island, is a sight to behold. There are neither giant walls guarded by armed soldiers nor deadly dog patrol teams to attack the evaders. In fact, the prisoners live in plush wooden cottages, painted in cherry red, and enjoy luxuries that people on the other side of the world can't even think of. Surrounded by exotic pine trees and a serene coastline, the prison looks like a luxury resort, with views that will put even the most beautiful beaches to shame.

Prisoners can roam around freely in the premises without any surveillance by security professionals. Besides wooden cottages, there is a white mansion for inmates called 'The Big House,' which appears like a college dorm. Facilities for rejuvenation and recreation like luxury beaches for sunbathing, tennis courts, sauna and fishing are especially designed for inmates to indulge in.

Going by the usual scenario, the prison food might not create a very pleasing picture to any convict. However, one might be forced to rethink over the food served at the world's most liberal prison—Bastoy Prison. Ask for the dinner, and you will be surprised by the vastness of its five-star menu, which comprises some of the best curated dishes of the world such as regal fish balls with white sauce and chicken con carne.

BASTOY PRISON IS THE LARGEST LOW-SECURITY PRISON IN THE WORLD WHERE UNARMED GUARDS KEEP A CHECK ON THE INMATES



For the world that holds the view that a prison is a correctional establishment and not a luxury retreat, Bastoy Prison might receive a backlash. However, if the idea behind the prison being a correctional institution is concerned, then indeed this prison has remarkably worked well towards transforming criminals into responsible human beings.

According to experts, the idea of conviction and imprisonment is to bring about a change in the psyche of criminals and transform them into responsible persons. It may not be by subjecting criminals to the harshest conditions of a jail as punishment. It can be achieved by showing them the brighter side of life. Interestingly, Bastoy Prison makes it really easy for the inmates to adjust to the good life and return as responsible people to their respective societies after serving the sentence. Chances of recidivism have dropped drastically in Bastoy Prison over the years.

As reported by Pew Center on the States, the percentage of inmates reoffending after serving the punishment at Bastoy is just 16%, while it is more than 43% in the United States. These figures tend to go higher, sometimes more than 10 times, in several other countries. It also states that the luxury prison philosophy played out by Bastoy has fared exceptionally well. For the better understanding of this unique gaol, let's take a stroll down the gravel roads of this exotic prison.

The prison looks more like a plush self-sustaining countryside



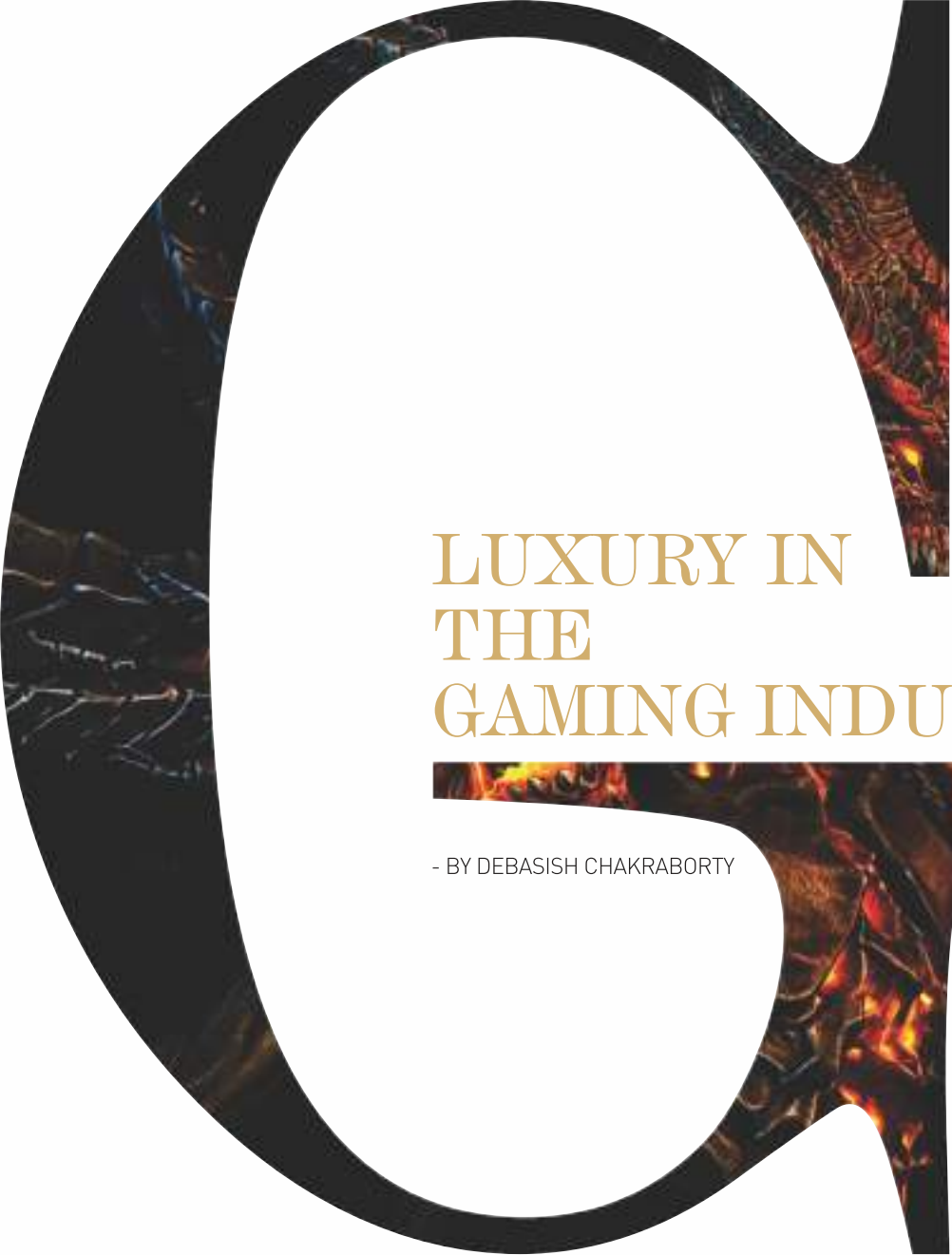
house than a regular jail. Prisoners can watch television for entertainment, provided they bring it with them at the time of their imprisonment. Prison authorities do not provide inmates with televisions. Quite interestingly, inmates are allowed to wear clothes of their choice. Even the guards do not don uniforms.

THE PRISON IS A SMALL COMMUNITY COMPRISING 80 BUILDINGS, BEACH ZONES, LANDSCAPES, FOOTBALL FIELD, AGRICULTURAL LAND, FOREST AND ROAD



Every inmate has a seven-hour job, which starts from 8.30 in the morning and stretches till 3.30 pm in the afternoon. During this job, the inmates are expected to engage in farming, gardening and even tending to horses. They are neither shackled nor do they wear electronic monitoring bracelets.





LUXURY IN THE GAMING INDUSTRY

- BY DEBASISH CHAKRABORTY

When it comes to the huge gaming industry, a large fraction of gaming enthusiasts would support the fact that it's the ultimate source of entertainment and learning. But when it comes to combining the ultimate source of entertainment with luxury, many may find it inconceivable and never happening. But since the world knows that the word 'impossible' is merely limited to dictionary today and has seen many an innovation happening on the run, luxury invading the private quarters of gaming is plausible! After a thorough research, *World of Business* brings to you the best from the world of gaming that have stolen away the limelight for being luxurious, innovative and insanely priced, and how!



NINTENDO WII SUPREME

When gaming crossed the line of entertainment and became a subject of displaying one's wealth, Nintendo Wii Supreme stepped in.

Crafted from 2,500 grams of 22K gold and studded with flawless diamonds, the gaming console from Nintendo took birth for the richest to live their riches and set an example of sheer luxury in the world of gaming. The console featured three 19.5K diamond buttons on the front. With an asking price of USD 483,000, only three pieces of the luxe gaming console could see daylight.

DYING LIGHT - MY APOCALYPSE COLLECTOR'S EDITION

The thing that successfully beat the price tag of Nintendo Wii Supreme was no gaming console but a game by the Polish developer Techland. My Apocalypse Collector's Edition, an ultra-rare edition version of the game Dying Light announced in February 2015, was tagged at USD 386,000. The pack included four signed steel Xbox One copies of the game, professional parkour lessons, a pair of branded night-vision goggles, a pair of X2 Razer Tiamat headphones and a custom-built zombie apocalypse-proof house.



SONY PLAYSTATION 3 SUPREME

The popular entertainment gadget creator too hated to lose the war to Nintendo and therefore came up with PlayStation 3 Supreme. Crafted from 22K gold, the gaming console came with 58 individually set 0.50K flawless diamonds on either side of the disc-loading entrance. It is also said that 12 weeks of absolute craftsmanship fashioned this unmatched piece of luxury. Weighing just 1.6 kg and priced at USD 323,000, the console was stated to accompany its identical twins to the world of gamers.



CODEMASTER'S GRID 2: MONO EDITION

Only the possessor of the mono edition of GRID 2 can boast as the proud owner of this game, which bagged the Guinness World Record for the 'Most Expensive Video Game Commercially Available - Special Edition.' Priced at USD 190,000, the game came with PlayStation 3, a copy of the game for PlayStation with bespoke artwork, an original BAC Mono racing car, one-day factory tour of BAC Mono and a racing kit with BAC Mono and GRID 2 branding. That's luxury only one person could live!

EMPEROR WORKSTATION 200

From the luxury of gold to the world of experiential luxury, game connoisseurs were greeted by Emperor Workstation 200. Designed to satiate the hunger of avid gamers for above-the-world gaming experiences, the flagship device by the Canadian company Modern Work Environment Lab featured three LED touchscreens of 24 inches each, a THX surround sound system, an air-filtration system and a premium leather recliner of a scorpion-like setup. To add an extra star to its premium feel, it was integrated with a light-therapy system to keep the gamer rejuvenated with the unceasing supply of vitamin D. Priced at around USD 44,000, it was a dream come true for game lovers.



VRX MACH 4 RACING SIMULATOR

To some extent, VRX believed that not everyone could own a real racing car or have a presence at the track. That's the reason it came up with VRX Mach 4 Racing Simulator for all racing game enthusiasts. Launched at a price tag of USD 25,000, the gaming tornado came equipped with four Xbox 360, three full-HD LCD screens, a Microsoft steering wheel, an automated seat slider over a steel suspension base, a Bose surround sound system, a 1900-watt amplifier, a 7-inch adjustable rear view display, a 1500-watt vibration system, a bar fridge and four copies of Forza 3.



GOLD XBOX ONE

Dubai is called the City of Gold and that's the reason why gold-made items find their abode there. The Italian jewellery designer Gatti crafted Xbox One using 200 grams of 9K gold. The masterpiece was unveiled at a games convention in Dubai and was put on sale at Jumbo Electronics. Priced at USD 13,700, the console looked the epitome of exemplary craftsmanship and came with a controller that featured gold-plated joystick heads.



ROSE GOLD PLAYSTATION 4

Alongside Xbox One, the Italian jewellery designer Gatti designed PlayStation 4 using 226 grams of 9K rose gold. This too was tagged at USD 13,700 and was meant for gamers who were not big fans of Xbox. Like Xbox One, PlayStation 4 was also unveiled at the same games convention and was put on sale at Jumbo Electronics.

GEM-STUDDED XBOX 360

For quite some time, gaming consoles sniffed their way around gold to drive their luxury quotient high. But the entry of gems took the glamour quotient in gaming to another level for luxury enthusiasts. Studded with 43,000 gems, the Xbox 360 gaming console was launched with Lara Croft's face inscribed into one of its sides. Priced at USD 11,000, the console was a perfect luxury possession to flaunt for zealous game lovers.



OPTIMUS MAXIMUS GAMING KEYBOARD

The Optimus Maximus Gaming Keyboard concludes the list, not just because its price was Lilliputian as compared to other gaming accessories mentioned before but also because its popularity washed away quiet early. Priced at USD 1700, the gaming keyboard came with fully customisable 0.4 x 0.4 inches OLED screens fitted on every key with a frame rate of 10 frames per second at a 48 x 48-pixel resolution. The screens sported 160-degree viewing and supported around 65,000 colours. However, the size of the screen and the amount charged for the keyboard discouraged gamers from owning it, which further discouraged manufacturers from launching it globally. The one that was sold through the online platform eBay was purchased at double the actual cost.

THE UMBER DESSERT RULING THE DESERT

the mystique of exotic chocolate!

- BY TANU BHATIA

There is something more iconic than the high-rises of the Emirates, the sublimity of the vast Arab desert that covers the exotic Abu Dhabi and the unrestrained merrymaking that continues under the starry nights in the aspirational land of man-made marvels Dubai—and that's the region's doting love for chocolates! Rooted in the Islamic tradition, with its arms open to welcome expats and tourists from across the world to revel in its culture and indulge in the sheer celebration of 'life,' the majestic mosaic of seven emirates, the UAE, never ceases to believe there is no love dearer than the love for food and anything and everything is good if it's made of chocolate!

With the chocolate industry of the UAE, estimated at around USD 300 million in 2016, expected to grow at a CAGR of 8% in 2017–2021, the chocolate makers, domestic and international, are gaining the impetus to grow in a fierce manner in mass and premium categories. While international players like Mars, Nestle, Cadbury and Lindt & Sprüngli continue to corner the market, premium chocolate brands like Al Nassma, Mirzam and Delice too are witnessing a never-seen-before upturn in demand for boutique luxury chocolates, the newest wrinkle amidst chocolate lovers and cognoscenti.

Research Consultant Ruchit Mahendru at TechSci Research lends us an insight into how the chocolate industry of the UAE has evolved and caught attention of the biggest players in the segment as a lucrative market, saying, “The chocolate market of the UAE is steadily growing, exhibiting a growth rate of around 6–8%. The market is inundated with diverse types and flavours of chocolate. The increasing demand for premium chocolates is driving the market, which can be accounted to the growing use of chocolates as gifts for festivals and other occasions. Presence of international players such as Mondelez, Nestle, Ferrero, Lindt, etc. indicates the market is lucrative for international as well. The growth of the industry is also being supported by increasing tourist footfall, which has compelled companies to innovate and improve the quality, packaging and distribution of chocolates in recent years.”



THE CHOCOLATE MARKET OF THE UAE IS STEADILY GROWING, EXHIBITING A GROWTH RATE OF AROUND 6–8%





THE JEWEL OF CONFECTIONERY

With demand for premium chocolate rocketing in the Gulf region of 'the rich and the famous,' many local brands of the region are changing the landscape in buoyant spirits by introducing never-before-seen concepts in the chocolate making, rendering chocolate lovers with an acquired taste. One such brand that has received the popular favour with its flavour in recent years is Delice, which creates chocolate marvels combining the finest ingredients with culinary expertise to deliver the world a unique sensual experience. *World of Business* spoke to Dubai's premium chocolatier Jalel Ghayaza, president, Delice, to understand his outlook towards the prevailing scenario in the chocolate industry of the UAE. According to him, "Many players in the industry are making less expensive chocolates, without caring much about the quality. The UAE market welcomes those who come with a promise of product quality, good

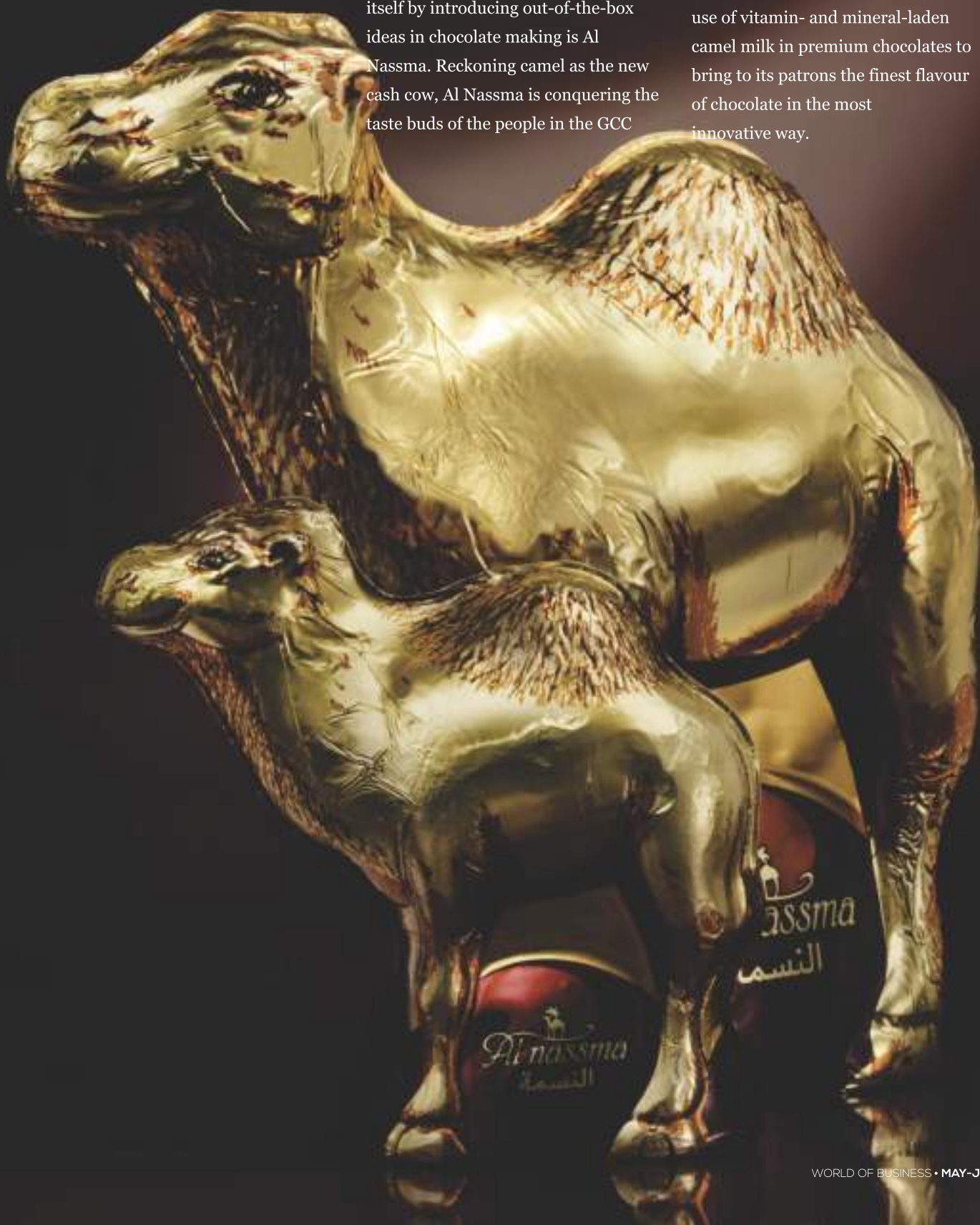
packaging and efficient customer service, and Delice rightly delivers that. We, at Delice, use the highest quality of raw material and 420 different references of boxes to ensure not just flavour but also quality to our customers. Consistency in quality, innovation and creativity is what Delice aspires for." Stating Delice's expansion plans, he added, "A franchise agreement has been signed for Riyadh, KSA. We are also opening at Al Tawar Mall in Qatar this May and exploring expansion opportunities in Paris. Delice is seeking production possibilities in India and exploring business opportunities with potential franchisees in the US as well."

WITH DEMAND FOR PREMIUM CHOCOLATE ROCKETING IN THE GULF REGION OF 'THE RICH AND THE FAMOUS,' MANY LOCAL BRANDS OF THE REGION ARE CHANGING THE LANDSCAPE IN BUOYANT SPIRITS BY INTRODUCING NEVER-BEFORE-SEEN CONCEPTS IN THE CHOCOLATE MAKING, RENDERING CHOCOLATE LOVERS WITH AN ACQUIRED TASTE

A GIFT FROM THE DESERT

Another brand from the land of desert that has created a strong mark for itself by introducing out-of-the-box ideas in chocolate making is Al Nassma. Reckoning camel as the new cash cow, Al Nassma is conquering the taste buds of the people in the GCC

countries and Europe with its assortment of premium chocolates made with camel milk, a much healthy substitute to cow milk. Catering to the health-conscious patrons, the brand has consolidated its position with its use of vitamin- and mineral-laden camel milk in premium chocolates to bring to its patrons the finest flavour of chocolate in the most innovative way.



World of Business spoke to Martin van Almsick, GM, Al Nassma, to understand the chocolate market, to which he replied, “With our camel milk chocolates, we are capturing the mystic flavours of the Arabian Peninsula and by this, we are also conveying the heritage of the region to the world and shaping our brand's identity.” Talking about the company's expansion plans, he stressed, “Al Nassma camel milk chocolate is no mass product and can never be. It is limited and exclusive by nature. Our camel milk chocolates are now available at the most famous gourmet places such as Selfridges in London, Julius Meinl am Graben in Vienna and KaDeWe in Berlin, and the interest is steadily growing. We also have a rising presence in the duty-free and travel retail world, which is opening new gateways to global markets. Last year, we opened our first outlet at Bengaluru International Airport, India. We are also thrilled by the demand from Chinese, Japanese and Korean chocolate lovers. This best describes our way forward in the years to come—of becoming a global chocolate brand for customers who seek superior quality and an extraordinary culinary experience.”

The changing landscape of the chocolate industry in the region has indeed invited a lot many chocolatiers to flag their brands to win over the diversified diaspora of the Emirates that is now demanding chocolate that is healthy and distinguished. Throwing light on the industry, Ruchit adds, “Consumers in the UAE are more inclined towards

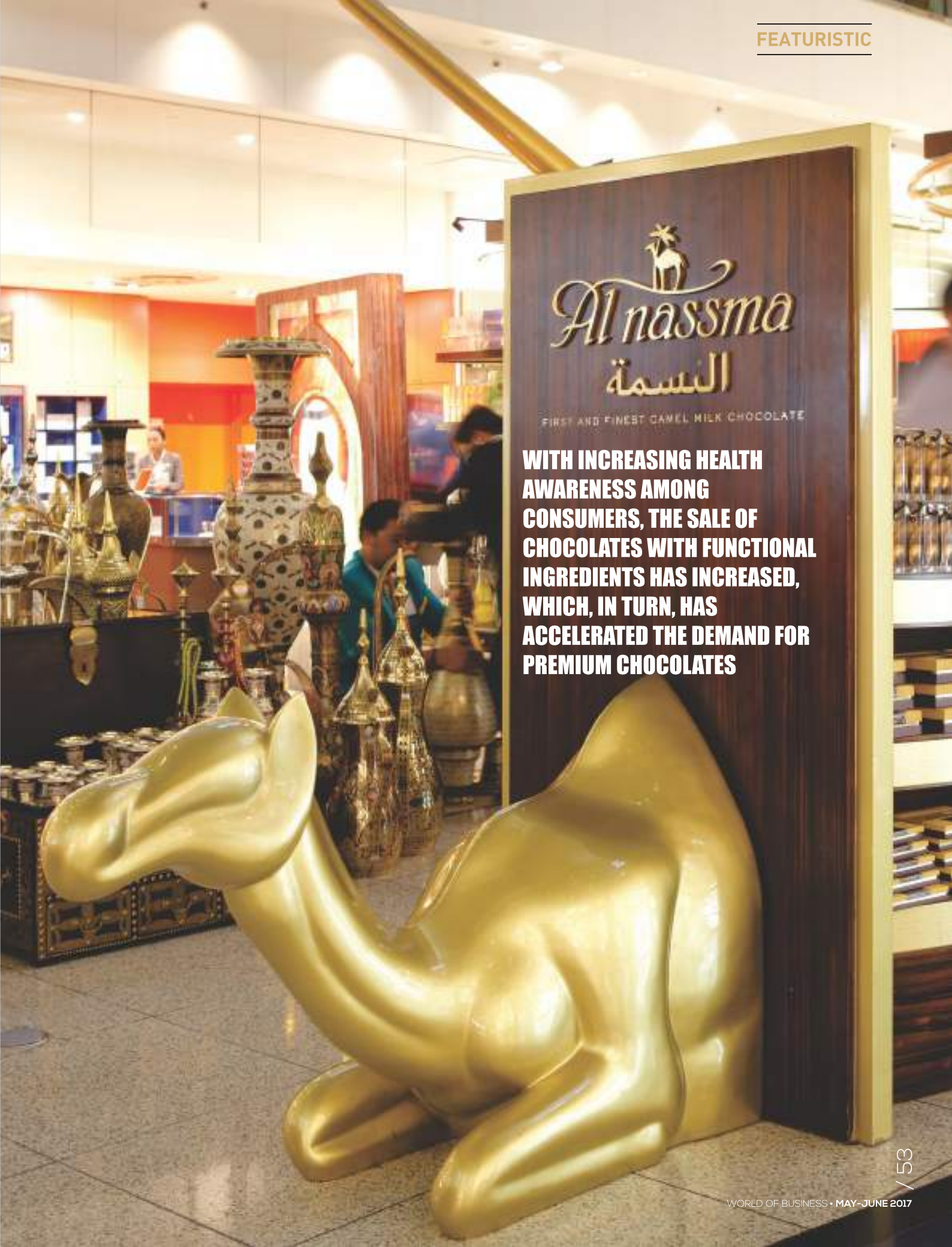


Martin van Almsick, GM, Al Nassma



the type and flavour of the chocolate rather than the brand. The most popular brands of chocolates include Mars, which has positioned itself on the top of the market by pitching low-priced and innovatively packaged products, Mondelez, which has a plethora of chocolate brands under its name such as Cadbury and Milka, and

Nestle, which has fortified its position as one of the top contenders in the UAE chocolate market by offering customised products. However, with increasing health awareness among consumers, the sale of chocolates with functional ingredients has increased, which, in turn, has accelerated the demand for premium chocolates.”



Al nassma
النسمة

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**WITH INCREASING HEALTH
AWARENESS AMONG
CONSUMERS, THE SALE OF
CHOCOLATES WITH FUNCTIONAL
INGREDIENTS HAS INCREASED,
WHICH, IN TURN, HAS
ACCELERATED THE DEMAND FOR
PREMIUM CHOCOLATES**



THE 'DARK' BUSINESS OF CONFECTION

With rising per capita income, expanded distribution channels, seasonal and festive demand for sweets and penchant of youth for umber chunks full of celestial flavours, the UAE has rightly tapped the Arabian spirit in the most exotic flavour of chocolate, paving the way for its resurgence. Another Dubai brand that has been garnering a lot of attention lately is Mirzam, a craft chocolatier that has added a new dimension to the bean-to-bar evolution, which has today taken the chocolate industry to the fulcrum of experimentation. Right from flavours to presentation to orientation-driven chocolate-making, Mirzam has added

surreal richness to chocolate making and conducted to the revival of dark chocolate in a big way, welcoming customers to enjoy a sneak peek behind the scenes and experience dark chocolate making (single-origins bars with natural variations of cocoa and exotic spice combinations) first-hand.

Qudsia Karim, chocolatier and MD, Cocosia Artisan Chocolate, premium boutique of exquisite hand-made chocolates in Dubai, tells *World of Business*, “We are an artisanal chocolatier, who prides on providing its clients with chocolates that have premium ingredients and are visually appealing. Our products do not contain any additives and are 100% made of cocoa butter couvertures.” She further adds, “The concept is inspired by European artisans. We cater to a niche and who require bespoke concepts. We also work on flavours that are not widely available in the UAE market. Our brand caters to various nationalities as their palates



differ, so there is something for everyone.” Talking about the UAE market, she adds, “There has been a lot of interest in artisanal and handcrafted chocolates in the UAE lately, with much emphasis on dark chocolates in regard to various personages of cocoa. Also, consumers are starting to look for single-origins and premium chocolates, both for consumption and gifting.”



That leaves us to believe that local players are trying to consolidate their stronghold in the market amidst competition from international players through their understanding of the demographics. Their offerings of customised premium products have caught up pace with the rising expenditure and the changing lifestyle of the consumers, and perhaps that's the reason some of the Indian craft chocolatiers brands too wish to foray into the soft market of the UAE to catch the fancy of the diverse diaspora there.

LOCAL PLAYERS ARE TRYING TO CONSOLIDATE THEIR STRONGHOLD IN THE MARKET AMIDST COMPETITION FROM INTERNATIONAL PLAYERS THROUGH THEIR UNDERSTANDING OF THE DEMOGRAPHICS



World of Business spoke to India's custom-made luxury chocolatier Nidhi Bhageria, MD, Celeste, to know her take on the prevailing chocolate industry and understand the ambitions of Indian chocolatiers aspiring to go global with their niche chocolates, to which she replied, "The growth in the global chocolate industry can be largely attributed to the increased demand for premium chocolate. Additionally, consumer awareness has also resulted in demand for organic and fair trade chocolates. This particular segment, which is environment-friendly, will witness maximum growth in the next five years." She further added, "Chocolates have become a trend in the high- and mid-level income groups pertaining to increase in the level of disposable income, which has directly affected affordability for premium products in a positive manner. As a business, chocolate is more lucrative for prospective investors, as they see a wide array of opportunities to expand and diversify. Dark chocolates, which are rich in antioxidants, are becoming quite popular in line with healthy lifestyles that are being adopted by people."

AND THE NUTTY AFFAIR CONTINUES...

True remains the fact that no matter where in the world we are, the common experience that brings us all together is 'food,' and what better way to introduce a sweet spice in life than dulcet chocolates. Although chocolate makers across the globe may be learning the ropes to enter the culturally-rich Emirates, the road to their culinary gully in the desert land may not be easy to tread on. Ruchit from TechSci Research reflects on the same saying, "The UAE chocolate market is a tough terrain for Indian chocolate brands owing to the existing high demand for domestically produced premium chocolates and for imported chocolates by established international players such as Lindt, Mars, Ferrero, etc."

Nonetheless, positive on the USPs of her brand, which are quality, detailing and the passion for chocolate making, Nidhi Bhageria believes, "As a brand, Celeste is loved by its patrons, for its customised products that cater to every palate and budget. We are constantly evolving and growing. We have diversified into packaging and crockery and launched an ancillary brand Celeste Artisano, which offers customised packaging solutions for chocolates and exquisite crockery, cutlery, gift boxes and silver ware. We are also expanding our retail operations, with more stores opening up soon. The UAE market, with its diverse population and varied opportunities, is a hub for any business, and as far as premium

products such as ours are concerned, we essentially see it as a highly lucrative market. With high demand for boutique and innovative flavours in chocolates in the UAE, Celeste would be a perfect fit in the UAE market."

Confident on conquering the Middle Eastern palate through universal love for chocolate, Indian brands are upping their game and not minding a change of scenery to introduce their umber blocks of flavour to add a tinge of delight to the lives of Emiratis. It indeed will be interesting to see how the UAE chocolate market moulds itself to present the sweet treasures of Arabia in the last course.



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KEEPING FIT - THE 'LUXE' FAD

- BY VIBHA SHARMA



Looking good, keeping fit and turning all organic and healthy come at an exorbitant price these days. It's become a lifestyle option people love to flaunt. It's a new indulgence and a contemporary brag option—the amount you burn at the gym is taking over the cash influx you get from your workplace. Getting on

to the rolls of a super-luxe gym next door has taken over getting a high profile job. You look cool donning a luxe gym wear, with a cup of green tea in your hand. No wonder that's why, for the first time, a sports clothing brand like Nike has snatched the crown from Louis Vuitton, becoming the most valuable apparel brand in the world! 'Health is wealth' suddenly has a whole new meaning and how!

IT'S NOT JUST CELEBS SPENDING MORE THAN A MILLION TO SCULPT THEIR PRETTY BODIES FOR A 30-DAY FILM SCHEDULE, BUT THE AVERAGE JOE TOO IS SPLURGING AN EXTRAVAGANT AMOUNT TO ACHIEVE PERFECTION. IN INDIA, THE RETAIL MARKET FOR FITNESS IS VALUED AT INR 4,579 CRORE, WHICH IS GROWING AT 16–18% AND IS ESTIMATED TO CROSS INR 7,000 CRORE (USD 1.18 BILLION) BY 2017. MODERN RETAIL IS ESTIMATED AT 28% OF THE TOTAL MARKET AND IS EXPECTED TO GROW BY 22–27%.

Keeping fit may be a new revolution taking over, but 'keeping fit in style' is definitely a new luxury flaunt. The exercises you do, the gym you go to, the exercise clothing you choose—all come at a price, and for a growing percentage of individuals with high discretionary incomes, wellness has become an important part of their lifestyle. Flaunting the latest yoga and gym wear has become as cool as flaunting the latest in couture. It's not just celebs spending more than a million to sculpt their pretty bodies for a 30-day film schedule, but the average Joe too is splurging an extravagant amount to achieve perfection. In India, the retail market for fitness is valued at INR 4,579 crore, which is growing at 16–18% and is estimated to cross INR 7,000 crore (USD 1.18 billion) by 2017. Modern retail is estimated at 28% of the total market and is expected to grow by 22–27%.

But there are a lot many ways to sculpt a great body—videos broadcast by social platforms, expensive fitness classes, latest calorie-burn equipment—all are there to encourage you in the process. Your fitness regime also says a lot about you. And just like there are Smart Car types and Porsche types, there are yoga types and boot camp types; exercise has become another arena to compare and contrast your personality and lifestyle with others. Like how some rich lads claim, if they had a surplus of free time and money, they would work out incessantly and eat only the finest organic fruits and veggies. “Green juice, for example,” claim diet experts, “is a display of

wealth, discipline and responsibility—all of which, taken together, reflect and express status.”

Fitness guru Mickey Mehta believes, “The fashion industry has taken over the mind space with the aspiration of having size-zero bodies. OMG! You have lost so much of weight! This happens to be the compliment everyone is fishing for. Low-carb, low-fat and low-calorie



diets are what everyone is dishing for. Being attractive and appreciated is important—and so, people vie for a Greek god body everyone is dying for.”

And therefore they wouldn't mind the procedure being a wildly extravagant affair, especially as it isn't a one-off but a weekly habit for a growing percentage of population, for whom wellness means a visual stamp of luxurious lifestyle. From the latest exercise equipment to the latest organic juice bars to a live DJ, membership to the best gym in the locality has become a status symbol.

An annual membership fee at Amatrtra, an upmarket gym in Delhi

AN ANNUAL MEMBERSHIP FEE AT AMATRTRA, AN UPMARKET GYM IN DELHI THAT PROMISES LUXURY EXPERIENCE, WITH SPA AND TRAINER FACILITIES AT YOUR DISPOSAL, COSTS INR 3,00,000 A YEAR, WHILE A GYM-ONLY MEMBERSHIP COMES AT A HEFTY PRICE OF INR 1,20,000. AND IF YOU NEED A ONE-DAY PASS TO TRY OUT WHAT'S SO SPECIAL, BE READY TO SHELL OUT INR 1,000 FOR A DAY

that promises luxury experience, with spa and trainer facilities at your disposal, costs INR 3,00,000 a year, while a gym-only membership comes at a hefty price of INR 1,20,000. And if you need a one-day pass to try out what's so special, be ready to shell out INR 1,000 for a day. At the Amatrtra spa, also known as the soother to the rich and the famous, back massage starts at INR 2,200. Its members include the cream of Delhi's political, corporate and diplomatic world. Congress leader Rahul Gandhi comes here on a regular basis to pound the treadmill. With its increasing list of high-profile members, no surprise Amatrtra has made it to the list of the most sought-after gyms in India.

THE NEW SOCIAL STATUS

Gym membership, an upscale affair, is working on the psyche of people. Witnessing the surging trend in the sector, Fitness First, a gym, is planning an investment of INR 200 crore for the next three years. The brand has found that the users in India are drawn in by the social aspect of exercise. About one-third of visits involve group training—far more than in the UK and other developed markets—a figure that is rising as the group tailors its menu to the Indian taste.

Some people take the chance to show their level and awareness by sending a certain message by the type of classes they attend, the brand of yoga mat they carry, their workout

clothes and especially what they eat. “The slimming and fitness industry in India is growing at a ferocious pace. But now, the latest fad is going to a happening gym, but not necessarily keeping fit,” claims Gold's Gym India's founder and director G Ramachandran. If you're on a treadmill, jogging alongside Deepika Padukone, it becomes a statement of flaunt at your next party. Fitness enthusiasts don't mind shelling out that extra bit to indulge in celebrity spotting. “Of course, if I am ready to shell out extra money to go to the most upmarket gym in Mumbai, I'll make sure it is a gym frequented by film stars. It will be super cool to work out alongside my favourite film star. Moreover I'll know that my expenditure will be worth the while, as my trainer would've worked with the most famous people,” claims 30-year old Ankita, a gym-goer.



“It's a new status symbol, the only acceptable lifestyle brag,” says Tanya, 26, a spinning enthusiast. “You are a douche if you brag about your car or how much money you make, but bragging about how much you spin is normal, though still very annoying.” Your social circle will stand witness to the 'health bragging' phenomenon taking over. It is also a way of saying how privileged you are. Usually starting from your exercise and food options, it takes over as a lifestyle-changing phenomenon.





Amatra Spa, New Delhi

VINOD CHANNA (TRAINS JOHN ABRAHAM, RITEISH DESHMUKH AND SHILPA SHETTY—ALSO RESPONSIBLE FOR ANANT AMBANI'S INCREDIBLE WEIGHT LOSS) - INR 1.5 LAKH FOR 12 SESSIONS

SATYAJIT CHAURASIA (MAN BEHIND AAMIR'S TRANSFORMATION IN GHAJINI) - INR 10,000 TO INR 1 LAKH PER SESSION



📌 Kanye West's Yeezy Season 4 collection for Adidas features baggy sweats. It debuted at New York Fashion Week.



📌 Lululemon's designs from the company's Lab Space focus on what it calls transitional wear, pieces that can be layered.



📌 Rihanna's Fenty Puma collection reinterprets tracksuits, boxing robes, and polos with oversize shapes.

KRIS GETHIN (TRAINED HRITHIK ROSHAN) - INR 20 LAKH A MONTH

SAMIR JAURA (MAN BEHIND FARHAN AKHTAR'S TRANSFORMATION IN BHAAG MILKHA BHAAG) - INR 3–4 LAKH A MONTH

'ATHLEISURE' – THE NEW PHENOMENON

Flaunting their latest indulgence in boutique fitness classes, enthusiasts are also delighting themselves with the latest expensive sportswear. It is only recently that sportswear is getting its due on ramp shows and being retailed as the next luxury apparel. Owing to the need to flaunt high-end labels and exercise clothing, the 'athleisure' phenomenon has taken over. In the year 2016, Nike took over its closest competitor, luxury brand Louis Vuitton, as the most valuable apparel brand in the world. Two years ago, the same brand was 30 spaces behind Louis Vuitton, repositioning of which clearly explains its prolific rise as an athletic wear brand over the last few years. In the same year, Nike's closest competitor Adidas tied up with

Stella McCartney to create a coveted range of gym and sports clothing, a collection far from traditional.

Even at New York Fashion Week in 2016, Adidas and Under Armour (UA), best known for their soccer cleats and basketball shoes, unveiled their high-end designs. The numbers of international celebrity collaborations tell us how activewear brands are taking the luxury route seriously. Rihanna, Solange Knowles and even Kendrick Lamar have lent their names and creative inputs to Puma and Reebok.

Marketers have boosted the trend, with retailers like designer specialists net-a-porter.com launching

an elite sportswear arm, called net-a-porter, to capitalise on the growing fashion activewear category. It's the guilt that is being compensated. Spending a lakh on a Prada handbag may seem extravagant, but the same amount on fitness classes for a year seems worth the expenditure! And for the fashion set, it gives you a reason to wear the new Alexander Wang and H&M collection.

A new fashion fad is evidently taking over. Looks like it's time to bid adieu to the latest in accessories; it's green juice, the newest furore to flaunt!

YASMIN KARACHIWALA (TRAINS
KATRINA KAIF, ALIA BHATT, DEEPIKA
PADUKONE AND KAREENA KAPOOR) –
INR 5–10 LAKH A MONTH



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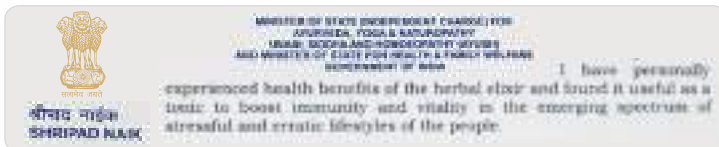
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Zarina Wahab
Actress, Indian Cinema

For quite some time I was suffering from knee joint pain. But after taking the drink, soon I was able to walk freely and even take the stairs to go to my flat. I have been taking Miracle Drinks for last one year, but I could feel the difference within one month. Touchwood, now I do not have any kind of pain. Even my back pain has gone.



Prof. Dr. Arun Kumar Thakur
Retd. HOD, Paediatrics - Nalanda Medical College

I have been taking Miracle Drinks Anti-Aging, Ortho and Gastro support, and within one to two weeks, I felt its benefits and got relief from my health problems like arthritis. A new source of energy developed in my body.



Aditya Pancholi
Actor, Indian Cinema

I mentioned to him about my health problem and my wife actress Zarina Wahab's knee joint pain. We are using the Anti- Aging Support for the last one year. It has given me a lot energy and the best part is that it has no side-effects. Everybody can have it as a tonic. I can say to the people who want to use it that as its name, it is really a miracle drink.



Shashank Kumar Singh
Retd. Justice of Patna High Court, Bihar

I started taking Miracle Drinks, it instantly made me feel better. Initially Mr. S M Raju gave Anti Aging Support, which I started taking along with my allopathic medicines. At this age, over 70 years, I feel good and energetic and have got relief from most of my ailments. I have even suggested it to my wife for knee joint pain. She too has got relief after taking Miracle drinks.

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70-MM LUXURIOUS DREAMS

- BY VIBHA SHARMA

Entertainment in India is synonymous with movies. It brings with it an excuse to escape and a reason to indulge! As the pioneer of luxury movie-watching experience in India, PVR Cinemas' Joint Managing Director



SANJEEV KUMAR BIJLI
Joint Managing Director
PVR Cinemas

Sanjeev Kumar Bijli chats with *World of Business*' Senior Editor Vibha Sharma, explaining how he has made the luxury of watching movies an everyday reality in India! Here's PVR's head honcho simplifying luxury for us.

WHAT DOES LUXURY MEAN TO YOU?

Luxury, to me, is something that makes me comfortable—acquisition of which brings me comfort. More than aspirational, luxury, to me, is sheer comfort—be it a first-class seat or a fabulous hotel room, but, at the same time, I appreciate it more for the comfort factor.

AS CUSTOMERS, WE HAVE SEEN HOW PVR CINEMAS HAS CHANGED, BECOME MORE LUXURIOUS AND PLUSH, WITH EACH NEW CINEMA HALL. SO, WHAT DO YOU ATTRIBUTE YOUR INNOVATION AND R&D MECHANISM TO? IS CUSTOMER FEEDBACK YOUR DRIVING POINT?

I would say, both—customer feedback and research and development—as we can't do stuff in isolation, because we are creating the product for the customer. Whatever we do, we make sure our customer benefits from it. At the same time, we keep our eyes and ears open to what is happening around us. And there is actually, touchwood, a lot happening around the world as far as our industry is concerned. There was a time when nothing happened for about, I think, 50 years. There was the same screen, the same sound format and the same reels of films used in each cinema. And then, digitisation happened. Screens changed from normal to silver to laser. Sound underwent huge improvements, from Dolby to Atmos to surround sound. Projections changed from analog to digital and then, of course, from digital to 2K and now 4K.

Every couple of years, something new is happening, and it's

really interesting to be a part of the industry because everyone is pushing the envelope. We not just keep our eyes and ears open but also attend a lot of conventions around the world to keep a check on developments. We physically travel to see and experience new formats, which we also did in the case of 4DX. We went to South Korea, and then to Bangkok to meet the largest exhibitor there. We believe in connecting with people and companies around the world and exchanging knowledge on the market. It makes for a good process of learning. And that is what our R&D then focuses on. It focuses on seats. Of course, there are samples of seats that we get made every couple of months and try them out. We also get customer feedback on our seats and then, if needed, we tweak them, depending upon what customers say.

WE ALL KNOW THAT PVR CINEMAS HAS CHANGED THE MOVIE-WATCHING EXPERIENCE IN INDIA. WITH SO MANY NEW INNOVATIONS, WHY DO YOU WANT TO INTRODUCE A LEISURE LUXURY MOVIE-WATCHING EXPERIENCE LIKE 'THE DEN'?

Because there is a market for it! I think we have always believed in segmentation.

There is a market for a low-cost model; there is a market for a luxury model. In Delhi especially, there are a lot of people who want to watch movies in a comfortable environment, and they don't mind paying higher price for it. We found that these people love to spend three hours in a luxurious environment, recline their seat, order food, press the bell, get service on seats and all of that, and they are ready to pay a certain price for it. We want to cater to this kind of segment as well. In every city, there is a segment that wants a luxurious experience. India is unquestionably segmented, and there are people who don't mind paying for this kind of experience at all. So, we try to push the envelope and give them more.

People who go out to watch movies like these are time-poor, but they are not money-poor. So, they don't mind spending money, but, of course, they mind spending the time since there is so much else going on in their lives in terms of family commitments, work commitments and travel. So, if you are taking two to three hours from your day to watch a movie, then you might as well want the best experience. So, that's what it's all about.





One of Sanjeev's favourite installation by Aishwarya Sultana

IS THERE A CHARACTERISTIC THAT IS PARTICULAR TO THE INDIAN AUDIENCE? WHAT IS THE INDIAN CUSTOMER PARTICULAR ABOUT THAT YOU WON'T SEE DURING YOUR TRAVEL ABROAD?

Food! If you go to cinemas abroad, you only get popcorn, Pepsi, nachos and hot dogs.

In fact, we were also of that mindset when we started the business because we were a joint venture with a company from Australia. And they had also drilled it into our heads that it's only these four food items that sell and we must not distract the customer by selling something else (smiling). But in India, *unka pet nahin bharta tha* with just popcorn and Pepsi and they wanted something more (laughs heartily)! And so, we got a large F&B offering in the mainstream cinemas.

In the luxury segment, if you go to Director's Cut or Gold Class cinemas, the menu is expansive; you have pizzas, burgers and pastas—a full meal. There is a lot of feedback that we get from these customers saying that they are already spending three hours watching a film and therefore don't want to spend another two hours going out for dinner. Why can't they get the services then and there only? Most of them go out in the evenings, at about 8–9 o'clock. As they are hungry at that time, popcorn doesn't solve the purpose, as it's more of a supplement. And that's why we decided to offer a complete menu. We are trying to put as much focus on culinary and F&B as we put on the customer's movie-watching experience.

HAS THERE BEEN ANY CUSTOMER FEEDBACK OR TESTIMONIAL THAT HAS REALLY MOTIVATED YOU OR THAT YOU REMEMBER FONDLY?

I think the most rewarding feedback has been when we heard from people that they had stopped going for movies, but PVR rekindled their love for films. You know there is a segment out there as well and we know these people. Like according to our demographic studies, there is a huge chunk of sixty- to seventy-year-olds who had stopped going to cinemas, as they were still reminiscent of those old cinemas

where rats used to run—all of those single screens that used to operate 20 years ago! That's the memory they had of cinemas! And those people have come back, my mom included, who never used to go and now love Gold Class! So, yes, there are a lot of people who have come back and they say it's rewarding too. They say, "It's because of you we've come back!" I know there are these groups of uncles and aunties who make a plan every month and they love it! They would book Director's Cut or a small auditorium, enjoy pizzas and burgers and have a nice time.



SO, WHAT DO YOU DO IN YOUR FREE TIME? DO YOU OFTEN HAVE THE LUXURY OF LEISURE?

Yes, I do! And I like to watch movies! I know it sounds very clichéd (smiling)...I also watch TV shows because I think they are brilliant! Most of the production and stories on TV are brilliant. And I love shopping (bursts out laughing) if I get time! Retail therapy is very critical!

TALKING ABOUT LUXURY,
WHAT DOES LUXURY IN
TRAVEL MEAN TO YOU?

Travelling first class
(laughing)...if I can!

WHAT IS YOUR IDEA OF
LUXURY IN
COMMUNICATION?

I think staying connected all the
time is more of a necessity. I'm
not a gadget freak—like iPhone
keeps updating its models. I have an
iPhone 6, which is not the latest, but it
serves the purpose.

WHAT IS YOUR IDEA OF
LUXURY IN FOOD?

Specifically, I like the CUT
restaurants around the world
because they offer the best
steak. And you can't have that kind of
steak in India, unfortunately
(laughing)!

WHAT DOES LUXURY IN
FASHION MEAN TO YOU?

I have always gone more for
blazers and leather jackets.

WHAT DOES LUXURY IN
TIME MEAN TO YOU? IS IT
YOUR COLLECTION OF
WATCHES OR HAVING
TIME FOR YOURSELF?

Oh god! watches...I'm terrible
with them! My brother
(Ajay Bijli) buys me watches
every three years because he feels I
need them, and then I just put them in
my cupboard (laughs loudly)! I have a
Fitbit instead (laughs heartily). It's a
lot more practical—at least I get to
know how many calories I burn. I
have never actually bought a watch
myself. The 2–3 watches that I have
are gifted by Ajay. He once gave me a
Breguet and then a Franck Muller.

THOUGH VERY CLICHÉD,
WHAT PLACE PROMISES
YOU THE MOST
LUXURIOUS MOVIE-
WATCHING EXPERIENCE?

Director's Cut! Also because
it's very close to home. And
if given a good film, that's
one of my best evenings or night outs,
where I can just go with 2–3 friends
who don't talk much...I hate it when
people talk during a film. I like
concluding the movie with sushi and
wine at The Den.



*Sanjeev Kumar Bijli, JMD, PVR Cinemas, in his office in front of a painting by
William Rochfort from UK, made in the year 2015*

REVELLING IN LUXURY UNDERNEATH

- BY DEBASISH CHAKRABORTY

Flouting the stereotype that lingerie is the most unnoticeable and unexciting part of a woman's ensemble, most of the top lingerie designers, followed by their second best, have successfully revolutionised the sector and stood triumphant in altering consumer's perception towards lingerie. Introduced in the 1890s to free women of the punitive straps and lacings of the much-restrictive corsets, lingerie, although, at that time was welcomed with open arms but was considered a sign of wealth. With time, lingerie as the sign of wealth waned and became a necessity for hygienic reasons and for the maintenance of the body shape.

Today, lingerie is not just a sheer piece of cloth used to shield a female's privates. Designers have transformed this essential into

2020. This whopping market value has taken into consideration works of designers dedicated to designing of premium luxury lingerie for fashion enthusiasts across the world.

World of Business brings to you the premium of the lot from the house of Bordelle. The lingerie, swimwear and accessories label from London believes in investing ample time in the designing and development stages, as it constantly strives to innovate and push design boundaries using lingerie elastics and components in new and exciting ways. All products are designed, sampled and developed

intimate and enticing wear that manifests luxury and accentuates a woman's curves in a more defined way. The global lingerie retail market stood at USD 28.57 billion in 2016, and the numbers are expected to touch USD 30.65 billion by the end of

in-house in the brand's west London atelier. Each collection from the house maintains high European standards, as the brand advocates fair and sustainable production and only works with manufacturers who share similar work ethics.

BONDAGE ANGELA GIRDLE DRESS

The Bordelle Girdle Dresses are handcrafted from individual bands of customised satin elastic straps, designed to perfectly sculpt the silhouette. Many of the pieces take weeks of development due to the specialised construction as per the precise nature of the garments. Besides, each Bondage Angela Girdle Dress needs two days to complete by two specialised machinists.

The dress is handcrafted from signature customised satin elastic straps and embellished with twenty-seven 24K gold-plated sliders, twenty 24K gold-plated rings and a 24K gold-plated branded zip that runs the entire length of the dress. The cups of the dress are made of a uniquely developed fabric called 'panelling,' invented by and exclusive to Bordelle.

Each made-to-measure Bondage Angela Girdle Dress is cut and handcrafted in the London atelier using a variety of complex techniques and up to five specialised machines.

COST: THE BONDAGE ANGELA GIRDLE DRESS IS AVAILABLE AT £525



**COST: THE TOMOE ADJUSTABLE
BODICE BRA IS
AVAILABLE AT £250**

TOMOE ADJUSTABLE BODICE BRA

Like the Bondage Angela Girdle Dress, the Tomoe Adjustable Bodice Bra is handcrafted from signature customised satin elastic strapping and signature panelling. The bra takes one and a half days to complete and includes eighty-two 24K gold-plated components and a 24K gold-plated

branded zip. The unconventional design incorporates a variety of innovative techniques and requires four specialised machines for construction. The adjustable features of the bodice bra are unique invention of Bordelle, allowing bras to transcend a range of sizes. The adjustability of the Tomoe Adjustable Bodice Bra cup is also another unique functional feature pertaining to Bordelle.

THE NAMI GUIPURE SOFT PLUNGE WIRE BRA AND ADJUSTABLE OUVERT BRIEF

The Nami Guipure Soft Plunge Wire Bra and Adjustable Overt Brief are handcrafted using exclusive, bespoke Swiss guipure lace and are inspired by *The Great Wave off Kanagawa*, a wood block print by the famous eighteenth-century Japanese artist Hokusai. Bordelle designed the delicate Nami lace to emulate the waves of the ocean in its intricately embroidered pattern.

It takes a skilled machinist a full day to complete the garment using a variety of special techniques and machinery. Further, the set comprises skilfully cut Nami Guipure lace, signature customised elastic strapping, Italian tulle, eighteen 24K gold-plated components, a 24K gold-plated branded zip and a single silk satin bow. Since the placement of the lace affects the design, fit and aesthetics of the final garment, machinists in Bordelle maintain precision while cutting the lace for all their designs.

COST: THE NAMI GUIPURE SOFT PLUNGE WIRE BRA IS AVAILABLE AT £202.50 AND THE NAMI GUIPURE ADJUSTABLE OUVERT BRIEF IS AVAILABLE AT £165.00

THE ADVENTURES OF LUXURY MOVIE THEATRES IN THE WORLD

- BY GYANENDRA RASHALI

Imagine sipping the world's most expensive martini served with a real diamond inside and sinking your teeth gently into a slice of a USD 2,000 pizza, all covered in real gold leaves, while enjoying your favourite fantasy tent-pole on the big screen. The curious world of luxury movie theatres is having a roller coaster ride, as it embraces revolutionary concepts to enhance your movie-watching experience.

Luxury movie theatres are no longer just about fancy recliners decked out with some latest technology to enhance your comfort or some upscale meals infused with expensive white truffles. Cinema owners are digging in deeper these days to create fancier laws of attractions to entice the discerning cineastes. Fancy playgrounds for children, with slides and climbing structures among others, are their latest arrows in the quiver. Some of them are doing it differently with innovative settings such as hot tubs instead of run-of-the-mill seats to watch movies. There is a very famous sci-fi dine-in theatre in Disney Studios where all seats are designed like classic vintage cars.

The movie theatre giant Cinepolis USA is arguably the first in the league to have introduced the concept of playgrounds in movie theatres in the United States. Its first-ever dedicated children's movie theatres, Cinepolis Junior auditoriums, in Los Angeles and San Diego opened just in time for Disney's fantasy extravaganza *Beauty and the Beast*. A vibrant mélange of colours, 55-foot-long and 20-foot-high play structures and a variety of playground equipment have turned this place into an entertainment mecca for kids in a very short span of time.

The innovative playground concept is slowly gaining prominence. Big cinema chains across the world are adopting it to add to the legacy of luxury movie theatres. PVR Superplex, India, is one such example in the league. Its 49-seater Playhouse dedicated to kids is the first-of-its-kind luxury theatre in India with some cool playground themes. Watching a movie sitting on colourful bean bags with customised 3D glasses on and rainbow slides on your sides is something you would not want to get enough of.

Not just in the United States and India, these cinematic luxuries are becoming de rigueur in every part of the world. And movie theatre owners are more than happy to integrate these luxury concepts to attract more footfalls, especially at this time, when people have multiple platforms (such as smartphones, tabs, laptops and TVs) to watch their favourite movies. In fact, some movie theatres are trying to come out as innovators and trend setters.

According to experts, movie theatre owners are constantly working hard to take the level of luxury in moving watching to new heights. If everything goes as planned, then movie theatres will not look a bit they look now in the US. By 2020, major cinema chains in the US will be able to adopt the story world of movies, which means the façade of a movie theatre will look like a giant Klingon starship and its lobby will resemble space if you plan to watch the next from the *Star Trek* franchise.

While the future of luxury movie theatres looks promising, the present is equally enthralling, as cinema giants are redefining rules of the luxury game from scratch. We bring you a list of the world's most luxurious movie theatres to let you immerse in the opulence of entertainment without guilt.

EMBASSY DIPLOMAT SCREENS - PHLOENCHIT LUXURY CINEMA, BANGKOK, THAILAND

The exotic Embassy Diplomat Screens is a royal treat for moviegoers. All drenched in regal golden hue, the luxury cinema exudes the aura of splendid palaces in ancient Greece through its halls.

Designed by Rockwell Group Europe (a world-renowned international architecture firm), Embassy Diplomat Screens features five luxury VIP theatres capable of transporting you to the world of entertainment instantly. Phloenchit Luxury Cinema complex in itself is a great example of architecture. Its creative film-strip golden hallway will take you by surprise.

All the five theatres in the complex comprise 31 seats, allowing one to immerse in unmatched exclusivity. They feature real DXL technologies, which make the movie-watching experience even more stunning with sharp screens and the world's most advanced audio system. They also offer choices in seating styles, have a private bar and provide headphones with language options. People can choose their preferences accordingly. The reception area of the 'House One' can give even seven-star hotels in the UAE a run for their money. Restaurants serve the food of the Gods and the unlimited range of delicious mocktails and beers can



Embassy Diplomat Screens - Phloenchit Luxury Cinema, Bangkok, Thailand

spoil you for choices. The rest of the theatres are equally good in their offerings. Intimate luxury honeymoon day beds, super cosy cocoon-like seats, joint leather recliners with a lamp, soft blankets and pillows, and a concierge button are other highlights of theatres II to IV at Embassy Diplomat Screens.

ORANGE CINEMAS CLUB, BEIJING, CHINA

Movie-watching experience has been undergoing a unique transformation for a long time now. The change is so rampant that those old fold-down seats have become as extinct as dinosaurs and the new wave of luxury cinemas is raising the bar of the game like never before.



Orange Cinemas Club, Beijing, China

Luxurious boutique cinemas are the new entrants in the league that are taking the entertainment world by storm. Orange Cinemas Club blooms like a flower right in the heart of Beijing, China. One of the world's best boutique cinemas, Orange Cinemas Club, is redefining the movie-watching experience for the contemporary generation of cineastes. The credit for its popularity goes to its designer Robert Majkut.

You can also organise private and corporate events with live music and a seven-star bar. Truly, Orange Cinemas Club is the symbol of high-end luxury with seven-star services in China.



Orange Cinemas Club, Beijing, China

The luxurious boutique cinema has three theatres—Orange Garden (26-seater hall), Pink Sky Screen (26-seater hall) and Black Room (31-seater hall). Orange Cinemas Club offers luxury sofas, pillows and blankets for your ultimate comfort. The waiters remain at your beck and call and provide you with scrumptious snacks and dishes to devour. The theatres also offer an eclectic range of exotic drinks from across the globe. That's not the end of the luxury game here. Orange Cinemas Club has a lot more to offer you if you can splurge.

PVR DIRECTOR'S CUT, DELHI, INDIA

At this time, when the whole world is immersing in the wave of luxury cinemas, how can a country that makes the highest number of movies in the world stay behind in the race?

India not only churns out more movies than any other country in the world but also enjoys reputation as one of the biggest markets for Hollywood and international movies. This is why Indian cinema chains are leaving no stone unturned to cater to the fast-growing section of the elite seeking luxury even in movie theatres.

India's largest film entertainment company, PVR Cinemas, is a torchbearer when it comes to bringing the concept of luxury cinemas in the country. Its venture PVR Director's Cut in the



PVR Director's Cut Audi 4

national capital of India, Delhi, has become a rage in a very short span of time, for it offers four luxury auditoriums, plush cafés, a five-star lounge and an exotic French style patisserie. There is also a classic book shop dedicated to motion pictures. The entire character of the theatre leaves you spellbound with its majestic ambience. It is often regarded as a one-stop destination for new-age cineastes who love catching up latest flicks in a luxurious setup.

The four luxury auditoriums have comfy recliners, world's best digital projectors, cosy sofas and most advanced audio systems to make your movie-watching experience exhilarating. The total capacity of all the auditoriums is around 282 people, with a capacity of 108 people in the largest auditorium and that of 25 in the smallest.

Situated in the heart of South Delhi, India, PVR Director's Cut is frequented by popular Bollywood celebrities. According to Ajay Bijli, chairman and managing director, PVR Cinemas, South Delhi has the right demographics for such a luxurious place. People love to splurge on luxuries like these without question.

Apart from the seven-star gourmet experience, PVR Director's Cut offers a wide range of the finest wines in the world. There is an impression of luxury in every corner of the movie theatre. The glass panels of restaurants have signature imprints of legendary filmmakers like Satyajit Ray and Akira Kurosawa.

The late legendary Indian filmmaker Yash Chopra also praised PVR Director's Cut. PVR Director's Cut is also planning to introduce special master classes, wherein filmmakers can interact with audiences to increase awareness about cinema.

ARCHIPELAGO CINEMA, YAO NOI, THAILAND

If you think watching a movie at your private home theatre is luxury, then look around carefully. The world is full of stunning outdoor screens that can transport you to the world of beautiful Belle and her enchanting beast.

One such luxury movie theatre is tucked away in the heart of exotic green waters of the island of Kudu Noi, Thailand. Situated near a popular Thai resort of Phuket, Archipelago Cinema is curated by the British actress and fashion muse Tilda Swinton. However, the interesting thing about this cinema is that it floats on the green waters of the lagoon. What is more exciting is the fact that it is made of recycled material using some local techniques of the country. Thus, Archipelago Cinema is a unique luxury that is environmentally protected. The modular raft can be floated to just anywhere, whenever required.

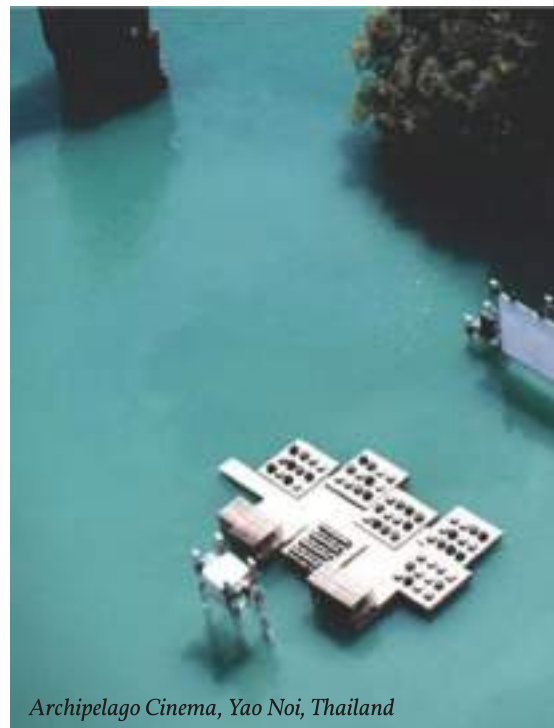
Regarded as a wonder of the entertainment world, Archipelago Cinema is made of special woods that are quite expensive. The audience



Archipelago Cinema, Yao Noi, Thailand

enjoys movies on the giant raft on the picturesque landscape of the beautiful Nai Pi Lae lagoon.

The cinema has not only gained popularity in Asian countries but also garnered acclaim from around the globe. Jason Solomons, the famous British movie critic and author, has praised Archipelago Cinema for its unique ethereal ambience. The visionary has dubbed his experience at the auditorium as “one of the best ever in his movie-going life.”



Archipelago Cinema, Yao Noi, Thailand

ELECTRIC CINEMA, LONDON, ENGLAND

Blooming like a timeless flower in the mystique aura of England, Electric Cinema, in the heart of Notting Hill, London, exudes delightful fragrance of the bygone era. It is older than a century and holds a string of unforgettable memories deep down in its heart.

Electric Cinema has been designed in the Edwardian style by the architect Gerald Seymour Valentin, who has lent a very romantic character to the theatre. Luxurious armchairs, footstools and exotic cashmere blankets enhance the movie-watching experience. The front row of the theatre comes with around six luxurious double beds that offer ultra-comfort and cosiness and lavish gourmet meals.



Electric Cinema, London, England

The ambience of Electric Cinema makes you feel like a royal. There is always a waiter at your disposal. Press a button (on your seat) and your requests for drinks and other snacks will be answered in no time. The beautiful walls are adorned with classic paintings, mirrors and lamps. The theatre looks like a majestic palace of an ancient English queen.

At this time, when online channels for movies are growing faster in number than the mutants in Hollywood flicks, luxury movie theatre owners are leaving no stone unturned to stay in the ring as invincible Spartans. From movie-with-stars to royal masseurs at your service, the world of luxury cinema is unfolding like a mystical secret of *The Lord of the Rings*.



A TÊTE-À-TÊTE BETWEEN FASHION AND FOOD

- BY TANU BHATIA

when fashion labels wore a culinary sleeve



The next time you visit your favourite fashion label to browse their prêt collection and plan to splash out insanely, don't forget to treat yourself with a victory feast at their culinary arm as the proud owner of their most envied collection. Yes, it's hard to imagine fashion industry, known for its high-fashion runways, haute couture retailers and looks-conscious followers, going hand in hand with the culinary world, which puts food connoisseurs on a pedestal and presents hospitality in the finest way. But that's proven true and how! Trends have swerved lately and the two worlds of 'fashion' and 'food' have crossed paths to find a synergy, which has led to the emergence of themed hospitality by fashion labels, a newfound furore among fashion and food enthusiasts. Interestingly, what's driving these brands to join the bandwagon is the never-before-experienced style in hospitality offered through well-curated restaurants and cafés that exude not only their brand culture but also offer brand loyalists an escape into one-of-a-kind opulence.



Ralph's Coffee & Bar in London

THE CULINARY JOURNEY OF THE COUTURE

Witnessing the change in the trend up close and noticing the new fad for fashion-branded restaurants, one cannot but say premium haute couture retailers are taking the hospitality sector by storm. With the recent arrival of Ralph Lauren's culinary arm in London, Ralph's Coffee & Bar, the American fashion designer has given Londoners a good reason to delve into its brand glamour that not only promises a fine dining experience but also highlights its stylemark of an equestrian. The restaurant manages to retain an intimate affair with its patrons with its well-curated menu that subtly blends American and European sensibilities in its food and allows its diners to relish food in a setting that pays tribute to the brand's trademark. The brand's hospitality extension in the UK can well be seen as a great move to engage with its customers in the UK and consolidate its popularity.



Of other fashion majors, the Italian fashion designer Giorgio Armani stands as a pioneer in more than one way. Extending his fashion sensibilities to hospitality, the premium fashion designer has introduced his international chain of hotels, resorts and residences—Armani Hotels & Resorts and Armani Residences—which allows its patrons to live the Armani lifestyle and revel in its fashion and food culture.



Strengthening its allegiance with its label lovers, the legendary fashion label has braced the culinary arm offering its patrons a perfect ambience to dine in the quintessential Armani setting and relish the most sought-after gourmet dishes. Eateries by the brand beckon the Italian food lovers from across the world to their doorsteps and quite live up to their expectations in terms of food quality and overall brand experience.



From Ralph's Coffee in New York City to Roberto Cavalli's Cavalli Ibiza Restaurant & Lounge in Ibiza to Gucci's 1921 Gucci café in Shanghai, reservation at any of these places is sure to lend you a fashionable dining experience. The quirkiness and essence of these brands diffuse seamlessly with the setting of their space and can even be found over the plate—in the form of some absolute sumptuous delicacy.

From well-designed Armani restaurants to premium cafes to luxury lounges, the Italian brand has created a strong mark since its arrival in the food and beverage industry in 1989 with its footprints in the hospitality domain in Americas (New York and Santiago), Asia (Dubai, Hong Kong, Abu Dhabi, etc.) and Europe (Milan, Paris, etc.) with Armani/Ristorante, Emporio Armani Caffé, Armani/Aqua and Armani Privé, lending a bit of Armani to even hospitality. Right from the setting to the menu to the food arrangements, everything is well taken care of in the classic Armani style.



WHEN FASHION INVADED HOSPITALITY

With fashion labels opening their flagship stores in the culinary world, fashion enthusiasts have found a new excuse to hog the choicest of brands. Another popular brand that has branched out in the dining world is Vivienne Westwood, a British fashion house that has opened its flagship café Vivienne Westwood Café in Hong Kong and Shanghai. Inviting discerning clients, ranging from locals to tourists, the café is garnering raving reviews for its theme-based hospitality and choices in its offerings of delicatessen food and teas. The Westwood ambience lends the café a perfect setting, with detailing done as per design sensibilities of the brand.



FROM HAUTE COUTURE TO HAUTE CUISINE

A lot of leading fashion labels are perceiving amalgamation of food and fashion as something that is not part of diversification but something that is imperative for sustenance in the long run. Many believe one's way through a culinary route can help a brand reinforce its popularity and attract prospective clients.

Bringing British fashion sensibilities to dining, Thomas's by Burberry was opened as a café named after the label's founder Thomas Burberry. As an extension of Regent Street's store, the café opened in London to allow its visitors to indulge in the grandeur of the brand. Stressing the brand's intent behind its foray into the dining segment, Christopher Bailey, the then-chief executive officer of Burberry, told to the media, "We wanted to create a space where our customers can spend time relaxing and enjoying the world of Burberry in a more social environment."



Talking about his vision behind opening Cavalli Restaurant & Lounge in the exotic island of Ibiza, the Italian fashion major Robert Cavalli emphasised, "I wanted to communicate all my passion for beauty and sensuality, combining them in a hospitality project in Ibiza."

With fashion heavyweights opening their flagship fashion restaurants and cafés to offer culinary delights to their loyalists in the backdrop of retail therapy, it's quite interesting to see how the Indian fashion market takes to the current trend. Although the present-day scenario sees a lot of Indian fashion designers collaborating with hotels and restaurants to offer lifestyle and concept luxury services, which majorly includes blending their fashion aesthetics seamlessly into the interiors of the culinary space and working on the wardrobe for the hospitality staff, they have not yet



forayed into the sector independently till now. The foreign trend is yet to land on the Indian ground but has given a sound reason to Indian fashion majors to meditate their brand sustenance.

Crystal gazing the scenario, it can be said that fashion-branded culinary hospitality will be looked upon as a welcome change of scenery in the Indian context, as the culture of fashion and food is perpetual and binds people across the world together. That also leaves us to believe that the fashion-branded hospitality phenomenon is here to stay and grow bigger, with fashion majors going the whole hog to develop a strong bond with brand enthusiasts and not limiting themselves to the retail business only. The seamless movement of global fashion houses into the hospitality sector looks a natural progression, and, we certainly agree, seems profitable too!



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'SEE NOW, BUY NOW' - A NEW LUXURY RETAIL REVOLUTION?

- BY VIBHA SHARMA

Have the dynamics of luxury retail been changed forever? The six-month-long-wait model—where you had to wait for months before you could lay your hands on the much-coveted collection from the runway—has been spun around. You can now order your favourites straight after the fashion show concludes. It all started as a move to uplift the sagging fortunes of one of the most iconic luxury brands in the world. Burberry, in January 2016, admitted in its third-quarter trading statement that its results had fallen short of internal expectations. The penultimate year too was a no-show. And so, Burberry decided to change the way we bought luxury fashion! You saw something you liked on the runway, you bought it straight off! A few months into the strategy and the biggest luxury brands of the world—Tom Ford, Tommy Hilfiger, Michael Kors and Ralph Lauren—followed suit with their shoppable runway collections! So, is this the new era of luxury retail?

THE SUCCESS OF BURBERRY'S FIRST 'SEE NOW, BUY NOW' SHOW COULD BE GAUGED FROM THE STAGGERING OPINIONS ON SOCIAL MEDIA, WITH MORE THAN 15 MILLION VIEWS FOR THE BRAND ACROSS VARIOUS PLATFORMS AND PARTICULARLY STRONG SUBSEQUENT SALES IN THE IMMEDIATELY AVAILABLE MILITARY-INSPIRED OUTERWEAR AND BRIDLE BAGS, NOW ITS THIRD-BEST-SELLING STYLE WORLDWIDE



The success of Burberry's first 'see now, buy now' show could be gauged from the staggering opinions on social media, with more than 15 million views for the brand across various platforms and particularly strong subsequent sales in the immediately available military-inspired outerwear and Bridle bags, now its third-best-selling style worldwide. Burberry is being called the vanguard of the 'see now, buy now' model. "Technology allows us to witness everything immediately," says Christopher Bailey, Burberry's chief creative officer. "You do the show in September, and it feels really right for that moment, but then you have to wait for five or six months until it's in the store... You're creating all this energy around something, and then

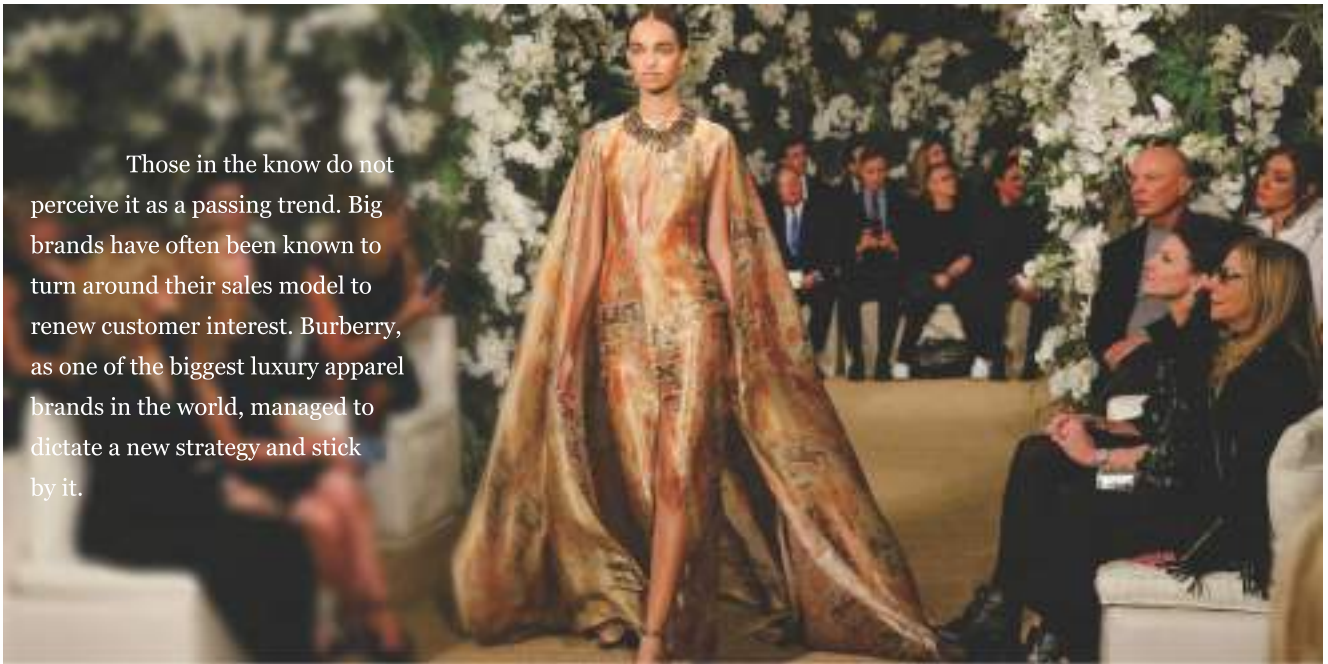
you close the doors and say, 'Forget about it now because it won't be in the stores for five or six months.'" According to Burberry, the latest move was to "significantly shorten the traditional gap between the runway show and retail availability."

This is not how the fashion industry has traditionally worked. There is normally a six-month time lag between catwalk shows and clothes arriving in department stores and boutiques around the world. The delay usually means fashion editors are writing about next year's shorts and sundresses just as the rest of us are digging out our winter coats.

A breakaway from the supply chain model of fashion, this move of

Burberry has revolutionised the way fashion had been retailed for decades and, that too, in the luxury apparel space! In the era of instant likes and Instagram posts, the trend seems to be the future of fashion. Fashion experts claim, "This model drives traffic to the store and the brand's online presence, allowing the brand to take advantage of the excitement to further connect with the customer, promote or upsell other products and drive a unique experience." No wonder right after its first 'buy now, shop now' show in London in September last year, its retail stores were inundated with customers, wanting to lay their hands on what they had seen on the runway.

Those in the know do not perceive it as a passing trend. Big brands have often been known to turn around their sales model to renew customer interest. Burberry, as one of the biggest luxury apparel brands in the world, managed to dictate a new strategy and stick by it.



Ralph Lauren's Spring 2017 'see now, buy now' runway show



Fashion designer Tom Ford as a spectator during Tom Ford's 'see now, buy now' debut

THE DROP-OUTS

However, the strategy that started as a game changer has had a series of drop-outs too. Tom Ford announced after only one year of supporting the 'see-now, buy-now' business model that the brand was dropping it! Tom Ford claimed in interviews to the press, "The store-shipping schedule doesn't align with the fashion show schedule." It was challenging for the brand to have a collection for sale and on the runway at the same time. With

other big fashion houses, such as Thakoon, also dropping 'see-now, buy-now,' the fire of the business model looks like it is slowly dying out, while some still defend this retail innovation.

One of the major appeals of the 'see-now, buy-now' model is the changing tides of commerce outside the luxury world. As social media gets the better of us, brands feel a pressure to offer products that the customer can instantly give an opinion for.



Burberry's 'see now, buy now' debut at the London Fashion Week in 2016

TRAFFIC TO TOMMY.COM INCREASED BY 900% IN THE FIRST 48 HOURS AFTER THE 'TOMMY NOW' UNVEILING. MULTIPLE STYLES SOLD OUT IN 24 HOURS AFTER THE SEPTEMBER SHOW AND SALES GREW BY DOUBLE DIGITS ACROSS THE WOMEN'S CATEGORY, WITH THE HIGHEST GAINS IN THE UNITED STATES, JAPAN AND CHINA. AND THE BRAND'S THIRD-QUARTER SALES FOR THE PERIOD ENDING OCTOBER 30 ROSE BY 4%, TO \$927 MILLION, COMPARED WITH THE SAME PERIOD A YEAR EARLIER, DRIVEN LARGELY BY INTERNATIONAL GROWTH

Singer Gigi Hadid at Tommy Hilfifer's 'see now, buy now' show

THE NEW STALWARTS

Last September, Tommy Hilfiger too had joined in the festivities. After its first 'see now, buy now' show, Avery Baker, chief brand officer of Tommy Hilfiger, said, "Traffic to Tommy.com increased by 900% in the first 48 hours after the 'Tommy Now' unveiling. Multiple styles sold out in 24 hours after the September show and sales grew by double digits across the women's category, with the highest gains in the United States, Japan and China. And the brand's third-quarter sales for the period ending October 30 rose by 4%, to \$927 million, compared with the same period a year earlier, driven largely by international growth."

Then there have been others like Tag Heuer, which leveraged the model for its latest watch, the Connected Modular 45. This was the first time an accessory brand tried out a latest fashion model.

But fashion pundits claim that the fate of the 'see-now, buy-now' model depends partially on logistics and partially on the amount of resources fashion houses are willing to expend to make it work right. Obviously, it will not be easy to make available the same collection simultaneously in stores and online for public consumption. A robust operational mechanism is necessary to ensure the demand-supply balance.



Brands like Van Cleef & Arpels are adapting their design process to meet customers' desires



THE OTHER JOINEES

It's not just the apparel sector. Even high-end jewellery brands are taking the instant route. Brands are surprised by the immediate interest and the number of orders placed right after a show concludes. Nicolas Bos, chief executive of Van Cleef & Arpels, believes it has helped them gauge the market response correctly. "Within three months following the launch, we get immediate feedback from the clients such as what sells where, what their expectations are and what drives future evolution," he said. "It's information that in the old days we would have gathered in a couple of years, but now we can immediately feed into the creative process."

As luxury brands ponder over what works and what does not, 'instant gratification' remains the driving force. Marketing schools advocate feeding the customer with the right information time and again, but too much of a good thing could be boring! However, the 'see now, buy now' trend has twisted this approach completely! Who said we lived in an era that went by the book? So, until the next fashion movement takes over, go runway shopping!

DESPITE 160 YEARS IN FASHION, BURBERRY HAS NOT RESISTED THE ENCROACHMENT OF TECHNOLOGY. IT WAS ONE OF THE FIRST LUXURY BRANDS TO EMBRACE DIGITAL AND SOCIAL MEDIA, WITH A GROUND-BREAKING RUNWAY SHOW STREAMED ON FACEBOOK, AS WELL AS YOUTUBE AND WECHAT

LUXURY AT THE SPEED OF SOUND

- BY VIBHA SHARMA

Imagine travelling at the speed of sound in the lap of luxury. Bombardier Inc's Global 7000, the biggest luxury aircraft ever built, brushes the speed of sound, as the company confirmed testing for the new plane on track for its planned entry into service in the second half of 2018.

The Global 7000 luxury jet will keep Dubai within a non-stop reach from New York, and also Singapore from London. It is the only business jet cabin offering four distinct living areas and a crew rest area. The aircraft offers extreme levels of comfort and options for customisation, which also mean a myriad of looks can be achieved with assorted fabrics, lighting options, etc.



Bombardier Inc's Global 7000 luxury jet—the largest business jet touching the speed of sound



The Global 7000's fantastic short-field capability allows access to the most challenging airfields. And now with a speed of Mach 0.995 in recent testing (Mach 1 is the speed of sound), it has become the largest business jet with such speed. The aircraft, supported by the American government as part of a 372.5-million-dollar funding package, will now be working towards building a turnaround effort to reverse three straight annual losses. The company expects to ship 135 business aircraft of all sizes this year, down from the 163 jets delivered in 2016.



Bombardier plans to have a total of five Global 7000s in its flight test programme. The deliveries are expected to begin in the second half of 2018. The 72.8-million-dollar jet will be Bombardier's largest and will have the longest range. As the luxury jet market goes into a slump, the Global 7000's new achievements will aim to re-haul its sales planes. The plane's first customers typically receive sizable discounts, but Bombardier is now trying to persuade new clients claiming the planes are worth the savings they deliver on fuel efficiency and operations.

The kind of luxury offered on board is worth flying the world for! The Global 7000 aircraft cabin provides an environment equivalent to the altitude of Salt Lake City, Utah, at 43,000 feet and equivalent to St Moritz, Switzerland, at 51,000 feet. Visual comfort and entertainment are also taken care of quite well. The latest in the LED technology allows for the easy adjustment of the cabin ambience in each zone, adaptive to your activities—work, play, dining or just relaxation.



KOLKATA'S NEW INDULGENCE

After a hard day at work, when you want some time to relax and lift your spirits, it's best to head towards a place that soothes your senses. A café-cum-lounge in Kolkata is making all the right noises as a hot favourite. As one of the top destinations to indulge in sumptuous food while having a good time, the eatery has been rightly recognised and acknowledged by many a renowned publication.

What's Up café is a name to reckon with in Kolkata and a go-to place for the city's upwardly mobile. What started in October 2015 as just another shisha café in a predominantly residential part of Kolkata has emerged as one of the most popular café-cum-lounges in the city. In a short span of two years, it has been on top of the lists of most food guides and food excellence honours in Kolkata. Most patrons vouch for its sumptuous food, while others can't stop raving about its peaceful ambience.

Perched on the seventh floor terrace of a building in South Kolkata, What's Up, today, boasts as the city's, if not the country's, only multi-tier terrace café that offers a spectacular view of the South Kolkata skyline and opens out to the expansive greens of Ravindra Sarovar Lake. With the starlit sky above and greens all around, you would be nestled in the lap of nature while having a good time with your friends and family.



And that's not all—What's Up also boasts of a Jacuzzi on the terrace, where patrons can dip their feet and enjoy a jet-powered aqua massage while gorging on scrumptious food and refreshing cocktails. If you are tired and waiting for your turn to get a table, there's a full-body massage chair to relieve you of your tensions.



What's Up café's upper and lower decks with the Jacuzzi



The retro section



THEIR CLAIM TO FAME

Innovation is also the inspiration behind the café's out-of-the-box menu. From beer popsicles (solidified beer ice creams) to marshmallow shots, from vodka ice pops to rum-infused rasgullas, from the Flambe Towering Inferno to The Drunken Parrot, a potent coconut rum-based cocktail served in a pineapple carved in the shape of a parrot, What's Up has some of the most exotic and unheard cocktails the city can boast of. In terms of food, the café covers the classic continental to the delectable Caribbean to the tender tandoor to the exotic oriental.

The eatery started as a 90-seater café, and in less than a year, it added one more terrace above the lower deck, taking the seating to 140. The eating joint plans to develop itself into a unique marquee property called "#WhatsUp...(followed by the country name)." Its first event was #WhatsUpRussia, in association with the Russian Consulate, wherein it introduced authentic Russian cuisines (prepared by Russians), Russian music and Russian culture, with inputs by Russian diplomats. Next were #WhatsUpGermany, in association with the German Consulate, and #WhatsUpFrance, in association with Alliance Francais du Bengal. In continuation with the international theme, What's Up also hosted a series of parties called #PartyWithBetty as an ode to the vivacious Betty Cooper of the iconic Archies comics fame. What's Up was converted into Riverdale High, with Caucasian women as servers. Its forthcoming ventures include #WhatsUpAfrica and #WhatsUpAmerica, both in association with their respective consulates.



The bubble-wall bar



Entrance to What's Up café

THE TASTE OF SUCCESS

As one of the most sought-after and talked-about brands in the city, the café has requests coming in for bookings from Bangalore, Delhi, Mumbai and Pune as well. Its Facebook fan base too spans across continents. With more than 19,000 page views per week on a leading food review and delivery app, the eatery is trending as one of the 5 among a select group of top 30 restaurants in Kolkata. Despite its mind-boggling popularity, What's Up does not promote discounts or offers, as its philosophy advocates 'experiential dining.'

OEA | PADHO KHEL KHEL MEIN



Combining the powerful tool Internet with a potent weapon, education, Vakeel Ahmed, a software engineer, has come up with a unique concept, OEA| Padho Khel Khel Mein. The idea behind founding OEA is empowering students as future leaders and helping them learn and understand practical concepts of academic nature through games, puzzles and videos. Through this, OEA aims to promise a bright future to students, as it believes that academic knowledge through engaging videos, games and puzzles can be imbibed easily and the impact of visualisation through audio and animation can boost the memory and increase the concentration of the student, and that too with fun.

Vakeel Ahmed, with a vast experience in teaching, even beyond the boundaries, is a result-oriented optimist who believes education is the only ammunition that can keep the nation moving through the path of success. He founded OEA| Padho Khel Khel Mein in December 2016, with a small but efficient team of 35 dreamers and achievers. The application, OEA, contains the entire course of NCERT for standards 6th–12th. Along with games and puzzles, students will get a platform where they can perform experiments and practicals with the help of the kits provided to them by OEA. These kits

will contain materials related to science subjects that will help them learn and practice most complicated theories and concepts of day-to-day life in a fun-filled way. The app targets middle-class average students, and its Beta Version is scheduled to be launched on 14 May 2017. However, the final app will be launched in August 2017.

VISION OF OEA

The app is developed to make boring theories of science interesting, so students can learn and remember them even in the future. OEA makes students solve mathematics problems in the form of puzzles and games.

MISSION OF OEA

The app will reduce pressure on students caused by increased competition, which hinders their mental growth and development. With this app, students can study and learn anytime without any pressure to cram the content, as the games will help them understand all concepts in a fun-filled way, i.e. 'Padho Khel Khel Mein.'



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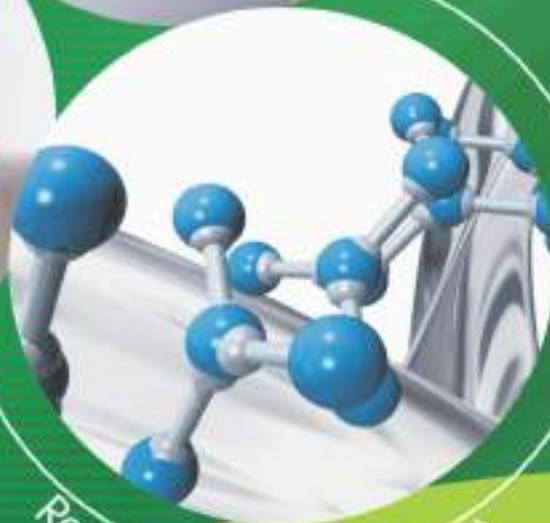
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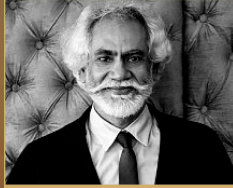
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