

THE LUXE CAFÉ

TheLuxeCafé.com is India's leading online luxury lifestyle magazine with premium content on fashion & decor, travel & leisure, motoring & gadgets, personas & ideas for connoisseurs of fine living. Designed to be a virtual cafe, it is poised to be the one-stop hangout for luxury brands and consumers. Our endeavour is to shatter the traditional notions associated with luxury and reinterpret them for the truly passionate.

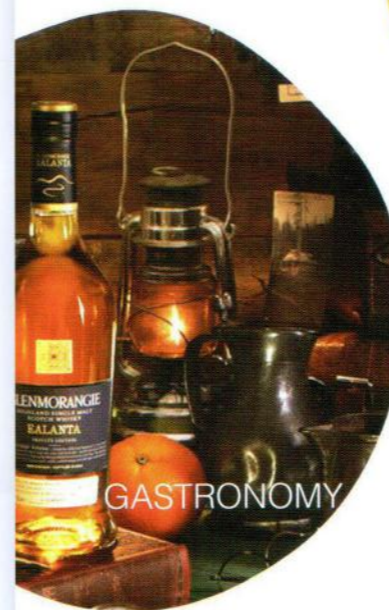
"Real luxury is all about time and space, whether it's the painstakingly handcrafted timepiece on your wrist or the precious hours you take out to spend with your loved ones. We believe real luxury cannot be bought. It can only be savoured after careful consideration of consequences. Like the sight of dawn on a mighty Himalayan peak from the comfort of your fireplace-lit room, or the pulsating thumps of your heart as you triumph over lap times and fear in your hard-earned Ferrari".

"Luxury is not only about wealth. It is the courage to look beyond the obvious", narrates Manisha Rao, founder of the luxe café.

Manisha feels the way forward for the Luxe Café, "is to be globally recognised as India's only multi-faceted digital media outfit leading constant innovation in content, curation, and customer engagement pertaining to and promoting the world of luxury goods and services."

With their monthly bouquet of fresh stories and features, this e-zine aims to bring to fore the research and recognition of people, places and avenues of fine living, so each month has its own flavours, highlights, discoveries.

"All of this is not merely content, but adds up to becoming a guide to luxury for our discerning audience" says Rao. The Luxe Café, therefore, is poised to become an essential companion to those who appreciate the difference between chalk and cheese but also chalk and charcuterie.



Manisha Rao
Chief Curator

Manisha Rao, ex-journalist and luxury-marketing expert, is the founder of The Luxe Café. Having started her career with NYT-partnered Financial Chronicle, she went onto leading the luxury section of the newspaper. Her passion for art, lifestyle, luxury and the evolution therein brought her to work closely with the head of Avantgarde India, one of the world's leading luxury communications firms. Having crafted the communications strategy of many European luxury brands entering the Indian market, she stands witness to the expansion of high-end retail in India.

Her vision to further bridge the gap between luxury brands and the purveyors of fine living led her to start The Luxe Café as webzine with a 360 degree approach to consumer culture and exclusive content. Follow her as she curates an enriching lifestyle experience on Twitter @theluxecafe